

THE EDITOR AND PUBLISHER AND JOURNALIST

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10 Cents a Copy

PUBLIC STANDS RAISE.

ADVANCING PRICE OF PAPERS
TO TWO CENTS MEETS
NO OPPOSITION.

Recent Move of San Francisco and Oakland Dailies—Daily News Alone Holds Off—Legislative Correspondents to Write on Prison-Made Desks—South American Writer Arrives to Report the Exposition. (Special Correspondence.)

SAN FRANCISCO, Jan. 9.—The big event in San Francisco and Oakland newspaper circles this week is the advance in the street price of all afternoon papers from 1 to 2 cents and an increase in monthly rates of from 15 to 30 per cent. The Daily News—the Scripps paper—was the one exception, this paper refusing to join with the others in an advance. The present high cost of paper was given out by the publishers as the reason for the raise in price.

The general public seems to have taken the new prices in the proper spirit, generally believing that such a move was necessary under existing conditions. The Daily News, however, is making the most of the matter and claims a most decided and sudden increase in circulation in both the street sales and regular subscription list. It claims that all contemporaries have formed in trust-like manner and that efforts were made to induce it to engage in "gouging the public."

The fact remains, however, that local afternoon papers are giving a splendid service in all branches of the business and, as before stated, the people in general have not raised serious objection to the new prices, which also affords the street seller a little more money for his services.

SAM DAVIS' PAPER.

San Davis, who votes in Carson City when he happens to be there on election day, and lives in San Francisco when he can afford that combination of joy, comfort and luxury, has stealthily entered the San Francisco Exposition grounds and issued a four-page paper called the "Forty-Nine Camp Appeal." Davis is the owner of the big Forty-Nine Camp concessions at the exposition. He is an old-time newspaper and mining man.

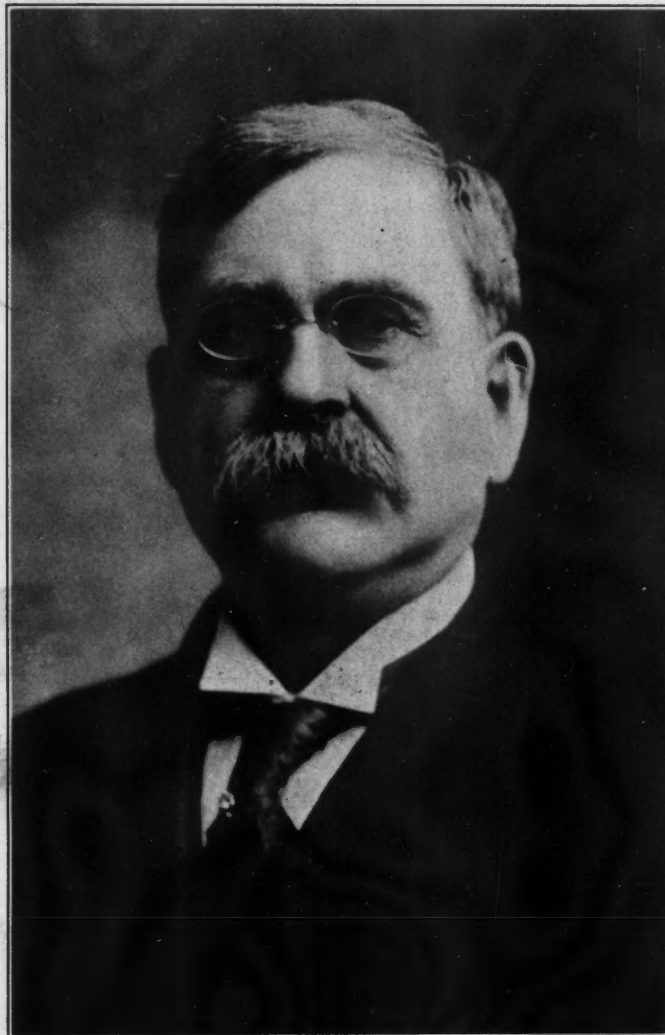
Twenty-four desks manufactured by the prisoners at San Quentin have been placed in the assembly chamber at the Sacramento State Capitol for the accommodation of the newspaper reporters who will cover the sessions of that house during the coming months.

With the formal opening on New Year's Eve of the Panama-California Exposition at San Diego, many newspaper men and special writers gathered in that city to report the event. Adequate quarters have been prepared for the writers, many of whom will make permanent headquarters in that city throughout the year.

That most of the South American cities will send newspaper representatives to cover the Panama-Pacific International Exposition is the belief of Carlos Varas. Varas arrived here on December 31 from Valparaiso to handle the detail at the Exposition for the El Mucurio of that city. He is the first correspondent to arrive from South America to "cover" the fair.

HAYWARD'S CLAIM TO FAME.

"Revista Portuguesa" is the name of what is said to be the first Portuguese Journal in the United States which will be launched January 15 at Hayward, Cal. It will be edited by John Mello, cial, and literary topics



LAFAYETTE YOUNG.

PUBLISHER OF THE DES MOINES CAPITAL WHO GOES TO THE FRONT AS WAR CORRESPONDENT.

BAY CITY TIMES SOLD.

Booth Company Adds to Its Chain of Michigan Dailies.

At the annual meeting of the Booth Publishing Company, in Detroit, Mich., this week the Bay City (Mich.) Times, one of the oldest independent papers in the State, was taken over. The company now includes five papers and has a capital of \$2,500,000.

The following papers are controlled by the Booth Company: Grand Rapids Press, Muskegon Chronicle, Flint Journal, Saginaw News and Bay City Times.

Officers for the year were elected as follows: President, Ralph H. Booth; chairman of the board, George C. Booth; first vice-president, Edmund W. Booth; second vice-president, Charles M. Greenway; treasurer, Clarence H. Booth; secretary, Cecil Billington.

Bernard M. Wynkoop will continue as manager of the Bay City Times and becomes a director of the Booth company.

Lafayette Young, War Correspondent.

Lafayette Young, editor and publisher of the Des Moines (Ia.) Capital, will

sail on the "Lusitania" from New York January 30, to visit the various countries at war, and act as a general war correspondent for his paper. It is possible, too, that Mr. Young will furnish letters and cables to other papers. Mr. Young is famous throughout the middle west for his ability to use the Queen's English and his long newspaper experience will assist him in getting what he wants in the way of news.

Astor's Papers Bring \$500,000.

The sale of William Waldorf Astor's Pall Mall Gazette and Observer has been concluded. There is reason to believe that the price was £100,000 (\$500,000). This, it is understood, is less than the amount which Mr. Astor recently has subscribed to the patriotic funds.

Springfield (Ill.) Papers Unite.

The Springfield (Ill.) Record, of which Walter A. Townsend was publisher and editor, has been consolidated with the Springfield Evening News, of which J. David Stern is editor and publisher. The combined paper, which is known as the Springfield News-Record, made its first appearance January 11.

BANISHES BOOZE ADS.

BOYCE PUBLICATIONS NOW IN RANKS OF THE OPPONENTS OF LIQUOR PUBLICITY.

Schmitt Goes to Front for Chicago Daily News—John Bass Slightly Wounded in Battle—O'Hara a Candidate for Mayoralty—Page-Davis Lose Suit Against Student—O'Hara a Candidate for Mayoralty. (Special Correspondence.)

CHICAGO, ILL., Jan. 13.—The barring of liquor advertising by leading publications seems to be gaining in popularity. The latest to get on the newspaper water wagon are the Boyce publications, the Chicago Ledger and the Saturday Blade. Before taking this step Mr. Boyce asked for his readers' opinions on the matter and their verdict was overwhelmingly against alcohol. It is therefore announced that the publisher and employes of the Boyce weeklies do not wish to encourage people to use such beverages by advertising them. The last contract expired December 31 and new business has been refused although such advertising has heretofore yielded a revenue of \$50,000 a year. The Herald several months ago did the same thing.

Regarding past and future advertising business prospects W. T. Kester, of Lord & Thomas, said, "We finished 1914 ahead of 1913." John Lee Mahin said, "From orders already on hand we expect 1915 will exceed 1914 by at least 20 per cent."

The Daily News has sent O. F. Schuett to Europe as a war correspondent. He will go to Berlin to report the German side of the war exclusively for the News. He expects to remain until the end of the war. He has filled numerous good positions lately, such as Washington correspondent for the Inter Ocean and recently represented Leslie's Weekly at Washington.

ENTERTAINED BY STAGE STARS.

Several stage stars entertained the members of the Advertising Association of Chicago in its clubrooms on Thursday evening of last week. It was ladies' day and a large crowd was out.

The suit of the Page-Davis Advertising School to secure a balance due on tuition of a dissatisfied student who stopped attending claiming that the teaching was inefficient was won by the defendant. It will be taken to the Appellate Court as there are a number of other similar cases pending.

William Alfred Wilde, business manager of the Dental Review, and an old resident of Chicago, died last week in Morgan Park. He was a native of Bloomfield, N. J., and was 63 years old. He left two brothers and three sisters. The body was taken to Orange, N. J., for burial.

A dispatch stating that John F. Bass, the Daily News' war correspondent with the troops in Russia near Warsaw, had been wounded in the face, caused alarm here a few days ago as the details were brief and indefinite. Mrs. Bass and her son are living in Chicago and were naturally much alarmed. Mrs. Bass, who usually accompanies him on his trips, remained behind this time to be with her son. She refused to become greatly worried, however, despite the meager news, relying on his success heretofore in escaping serious injury. A later dispatch came saying his wound was slight.

LUCK WITH CORRESPONDENTS.

The American correspondents have so far had such good luck in escaping

serious injury from their venturesome efforts that it would be too bad to have Bass, a veteran of several wars, become a sacrifice to this war. Bass was wounded once before in the Philippine campaign when he was shot in the arm. He began his career as a war correspondent in 1895 in the Egyptian campaign. In 1896 he saw the Cretan insurrection and later went through the Philippine and Boxer insurrections and the fighting of the Turks and Macedonians. He was with the Japanese army in the Russian-Japanese war.

The Failure of the Morris Book Shop, conducted by F. M. Morris, and long a center for gatherings of literary people, revealed that many well known writers and newspaper people are debtors to it to such an amount as to cause its shut down.

A sarcastic write-up in the Western Underwriter recently has caused John W. Blodgett, a Grand Rapids, Mich., millionaire, to start suit here for libel against it, claiming \$50,000 damages. It is claimed the paper spoke derogatory about him in connection with his chartering a steamer in Europe last fall to bring home stranded Americans.

The Chicago Press League gave its third monthly luncheon and program in the Auditorium Hotel Saturday.

PERSONALS.

Lieut.-Gov. Barratt O'Hara has not lost his political aspirations despite his heavy snow-under when candidate for the Democratic gubernatorial nomination. He has now come out as a candidate for the Democratic mayoralty nomination here and his wide acquaintance secured during his newspaper career and his late campaign will again come in handy to give him a show in the running.

John U. Higginbotham has been annexed to the Herald staff to supply a column of humor for the editorial page every Monday. He has for some time been a contributor to the humor columns of other leading papers.

R. R. Atkinson, president of the Press Club of Chicago, addressed the Hawkeye Fellowship Club last week on sidelights of the newspaper game.

Mr. and Mrs. I. Glaser, of South Bend, Ind., have issued invitations to the marriage of their daughter, Bertha, and Otto A. Engel, of the Chicago Tribune staff, on Sunday, January 17, at South Bend.

David Stevenson of the Mahin Advertising Agency gave the first of a series of free talks to be given by advertising men on their business at the Central Y. M. C. A. school Friday evening of last week. His subject was "A General Survey of Advertising Media."

INTERTYPE CO. ENJOINED.

Federal Court Issues Order in Mergenthaler Suit.

The United States District Court has ordered an injunction against the Intertype Company in these terms:

That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, Directors, Superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, permanently enjoining and restraining them and each of them from directly or indirectly making or using or selling or offering for sale, or otherwise dealing in or disposing of any linotype machines like defendant's "intertype" machine, Exhibit No. 25 herein, or any other linotype machines, or parts of machines, embodying the inventions covered in Claims 1, 2 and 3 of Honsley Patent No. 643,280, or Claims 1, 2 and 3 of Dodge Patent No. 739,566, or Claim 7 of Homan's Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder.

The Mergenthaler Linotype Company announced that it will take steps to protect its rights against the manufacture, sale, or use of infringed devices.

Six Point League Luncheon.

The Six Point League will hold its first luncheon of the new year at the Martinique, Jan. 19, at 12.30 p. m. The speakers will be W. A. Thomson, director of the Bureau of Advertising, T. H. Moore, his associate, and L. B. Palmer, manager of the American Newspaper Publishers' Association.

STANDARDIZED RATES.

Advertising Agents' Association and Six Point League Committees Adopt Seven Clauses for Order Blank—Believe That New Form Will Save Time and Promote Interests of Advertisers and Publishers.

The New York Advertising Agents' Association and the Six Point League, the New York organization of Special Newspaper Representatives, are making steady progress, without much fuss or fireworks in the matter of standardizing rate cards, order blanks and contract forms.

At a meeting this week of the joint committees of these two organizations, consisting of F. J. Hermes, chairman, Blackman-Ross Agency; H. J. Prudden, Frank Presbrey Agency; F. M. Lawrence, George Batten Agency; Tom Walsh, Lesan Agency; Mr. Bromfield, Jr., Bromfield & Field, and Mr. Mann, McCann Agency, representing the agents and Charles H. Eddy, chairman, St. John Richards, and T. E. Conklin, Verree & Conklin, representing the "specials." The following seven clauses for the order blank were adopted:

"1. It is understood and agreed that the rate for this order is the minimum rate at which a contract for similar space and conditions can be secured, and that if at any time during the life of this contract you make a lower rate for same space and conditions, then this contract is to be completed at such lower rate from that date.

"2. We reserve the privilege of using space for this advertiser for one year from date at rates named on rate card on which this order is based.

"3. Unless otherwise agreed, this order may be canceled or less space used by the payment of short rate in accordance with rate card on which the rates for this order are based.

"4. Short rate bills must be rendered within 60 days after expiration of contract.

"5. Any insertion not in accordance with instructions will not be paid for.

"6. The advertising must appear in all editions issued on the date for which the advertising is ordered, when received in time to catch early editions.

"7. A copy of each issue in which the advertising appears must be sent to the advertiser and to the office of this agency."

The action of the committees will be ratified at the next meetings of the agents and newspaper representatives. The committees headed by Mr. Eddy and Mr. Hermes have been proceeding with due caution and deliberation. The first so-called standard rate card was reproduced in THE EDITOR AND PUBLISHER for July 25, since which time many "specials" have been successful in having their publishers favorably consider the new form. The standardization propaganda was given a great boost at the last joint dinner of the two organizations at which M. P. Gould presided. St. John Richards, president of the Six Point League, New York representative St. Louis Globe-Democrat, was asked by THE EDITOR AND PUBLISHER how it happened that they were able to "get together" on this important matter, and he said: "Well, it has taken a long time, to be sure. We didn't want to make any mistakes so all the 'specials' referred the original six clauses to their publishers and the replies from publishers showed immediately that there was unanimity of opinion regarding many points. Then, we thrashed out the things upon which we were not agreed with the happy result that we are now a unit on these seven clauses. Of course, any agent may name additional conditions, but such additional conditions go to the publisher as exceptional conditions, and the publishers know at a glance that it is a new condition and it's up to him to either approve or disapprove. In that way a lot of valuable time is saved."

Mr. F. J. Hermes said: "We feel that this new form will be a great time saver. It will help a lot in the standardization program."

"WOOLTEX" IN NEWSPAPERS.

Big Magazine Account Switches to Daily Papers and Dealer Co-operation.

The H. Black Company, of Cleveland, Ohio, manufacturers of Wooltex suits, coats and skirts for women, have announced their decision to switch the big bulk of their advertising from magazines to daily papers for the spring campaign.

A. W. Newman, the advertising manager, has had this plan under consideration for about three years, during which time he has carefully considered every angle of the situation and his decision to put his appropriation into dealer co-operation, in papers in cities where Wooltex goods are to be had, is not only wise, but carefully thought out.

The schedule, as laid out, consists in a series of ten ads, aggregating 400 inches of space in newspapers in 300 to 400 cities, in which the goods are sold, and each ad will contain the local dealer's name.

It will be retail copy, will be illustrated, will carry retail prices and will be inserted in the newspapers directly by the local merchant.

Plates and matrices will be supplied to agents and the schedule will cover a period of five to six weeks.

W. R. Hotchkiss, of the Cheltenham agency, will prepare the copy.

The Bureau of Advertising, American Newspaper Publishers' Association, has been working with the H. Black Company to develop the newspaper advertising plan. The bureau collected a large amount of interesting data showing successes in lines similar to Wooltex that had been gained through newspaper advertising, and submitted it to the board of directors of the H. Black Company to aid in the final decision.

NEW MANAGER OF TELEGRAM.

Albany Sunday Paper to Be Run by Herbert E. Hill.

Herbert E. Hill, the new president and treasurer of the company, and who will be in active control of the newspaper, has had a complete training in newspaper work from the bottom up. As a youth he worked in the mailing room, the pressroom and later in the counting room learning the business in all its details. Later Mr. Hill went into the advertising end of the business and with this department in charge also took up the business office routine familiarizing himself with every angle.

The Sunday Telegram covers three cities, Albany, Troy and Schenectady. The new owner and manager has well defined ideas of what he wants to do and what he expects to accomplish in the upbuilding of the newspaper.

Advertising Faker Fined.

Joseph Milano, manager of the United Shoe Repairing Co., Salem, Mass., was last week fined \$25 for inserting in a newspaper "misleading and untrue advertising." He appealed and furnished surety of \$200 for trial in the superior court. The complainant was E. W. Burt & Co. of East Lynn, manufacturers of the "Ground Gripper" shoe. Despite the fact that the William G. Webber Co. has the exclusive agency for this shoe in Salem, Milano had advertised "Shoes made to order—Ground Gripper or any other styles." The statute covering such advertising was put through the legislature in 1912, and although comparatively new, the advertising associations in Boston have been quite vigilant in calling attention of violations to manufacturers.

Buffalo Sunday News Quits.

The Buffalo Sunday News, after 41 years in the field, issued the last number January 3. It was the first venture of the late Edward H. Butler.

"Disadvantages incident to the publication of a Sunday newspaper in connection with a large daily" is given as the reason for suspension.

WASHINGTON TOPICS.

President's Opinion of Editorials—Correspondents in Movies—Young Men Predominate in the Correspondents' Gallery.

(Special Correspondence.)

WASHINGTON, D. C., Jan. 13.—President Wilson's speech delivered at Indianapolis last Friday has stirred up a lot of speculation. His assertion that the editors of the country do not express public opinion follows. The speech was inserted in the Record at the suggestion of Senator Ashurst.

President Wilson says:

"With all due respect to editors of great newspapers, I have to say to them that I never take my opinion of the American people from their editorials. So that when some great dailies not very far from where I am temporarily residing thundered with rising scorn at watchful waiting, Woodrow sat back in his chair and chuckled, knowing that he laughs best who laughs last—knowing, in short, what were the temper and principles of the American people. If I did not at least think I knew, I would emigrate, because I would not be satisfied to stay where I am. There may come a time when the American people will have to judge whether I know what I am talking about or not; but at least for two years more I am free to think that I do, with a great comfort in immunity in the time being."

The Washington correspondents enjoyed seeing themselves as others see them this week as the moving pictures taken by Henry W. Savage "dramatizing" Frederic J. Haskins' book, "The American Government," were shown at the Columbia Theater last Sunday at a special performance given for the members of the National Press Club.

A scene taken in the Press Gallery of the Senate was shown in which Jim Preston, the superintendent, and many correspondents are pictured as dispatching "specials" to the large dailies.

In the absence of Frank B. Lord, president of the National Press Club, Grafton S. Wilcox, vice-president of the Club, presented Mr. Savage who made a few remarks regarding the pictures previous to their being shown.

The prominence of the "young man" as a Washington correspondent is becoming more evident each day. Young men in years but old in experience are at the head of some of the most important bureaus in Washington.

Among those belonging to this class are Donald A. Craig, chief of the New York Herald bureau; L. Ames Brown, chief of the Philadelphia Record bureau; Arthur C. Krock, chief of the Louisville Courier-Journal bureau; J. Fred Essary, chief of the Baltimore Sun bureau; Thomas F. Logan, chief of the Philadelphia Inquirer bureau; John Monk, member of the New York Sun bureau; Theodore H. Tiller, of the Washington Times staff, and many others but those mentioned will serve to illustrate that youth has a prominent place among the Washington correspondents.

DETROIT NEWS CHANGES.

Promotions Made at Annual Meeting Held This Week—Good Business Reported.

At the annual meeting of the Evening News Association, of Detroit, Mich., the following changes were made: William E. Scripps, general manager, was made managing director; H. S. Scott, business manager, becomes general manager; H. S. Ponting, cashier, becomes business manager, and E. G. Pipp, managing editor, becomes editor in chief. The year's business was good.

More Guaranteed Advertising.

The Albany (N. Y.) Knickerbocker Press has fallen into line with other newspapers which guarantee the advertising which appears in their columns. Since December 26 last the Knickerbocker Press has run continuously a three column ad, page depth, assuring readers that the paper will make good any loss sustained through the buying of goods advertised in the paper.

OUTLOOK IN THE SOUTH

James J. Smith of Birmingham Ledger Shows That His Section Is Not So Badly Off as Had Been Reported—Price of Cotton Is Advancing and Good Sales Are Reported—Big Order for Steel Rails Already Placed.

James J. Smith, president of the Birmingham (Ala.) Ledger, one of the progressive newspapers of the South, was in New York last week on business. A reporter from THE EDITOR AND PUBLISHER corralled him for a few minutes and extracted from him the following interview:

"Business in the South is looking up. J. A. Farrell, head of the United States Steel Corporation, visited Birmingham and New Orleans a few weeks ago for the purpose of looking over the ground and making arrangements to concentrate its southern manufacturing interests and export business. Birmingham, as we are led to believe, is to turn out steel rails, wire and nails for Central and South America and the Orient, which are to be shipped from an ocean terminal to be established at New Orleans. Mr. Farrell and his associates believe that the opening of the Panama Canal will greatly stimulate the company's export business and will enable it to save 2,000 miles in shipments destined for those countries.

"The steel mills at Birmingham have recently received orders for 30,000 tons of rails from the Louisville & Nashville Railroad. The Steel Corporation officials are now figuring on a 200,000 ton order from the Chinese government which, if secured, will probably be rolled in Birmingham.

A FORTUNATE CITY.

"Our city is said to be the only one in the world where the three substances employed in the manufacture of steel can be found within a stone's throw of each other, namely, iron ore, coal and limestone. There is one mountain near Birmingham sixty miles long consisting of solid iron ore. How deep down the deposit extends we do not know, but, at any rate, it contains enough ore to keep mills going for a hundred years or more.

"The wide range of agricultural products is indicated by the fact that in the northern part of the State is located in the wheat belt, and in the South the orange and cotton belt.

"Alabama has the second large potential water power in the country. One hundred thousand horsepower has been developed at Coosa River and is now being delivered in Birmingham. The Warrior River, twelve miles below Birmingham, has been made navigable by the building of seventeen locks at a cost of \$10,000,000. The last of these has just been completed. The opening up of this river for navigation gives an outlet to the vast coal fields in the interior of the State. It is now possible to barge coal to tide water at one-third of the cost by rail, thus opening up a big market for export and coast points.

PLENTY OF LUMBER.

"The lumber interests of Alabama rank second or third in importance in the United States. Over sixty sawmills are in constant operation in Tuscaloosa County alone. One, capitalized at over \$2,000,000, owns sixty miles of railroad. The cotton crop amounts to 16,000,000 or 17,000,000 bales, or 2,000,000 more than ever before. Owing to the war, this product has been largely shut out of foreign markets and the price has been driven down to a very low point. There are indications at present, however, that the price will advance steadily during the next few months.

"It should be remembered that owing to exceptional conditions prevailing during the past year this enormous crop was produced at a lower cost than usual. Considering the low cost of production and the 15 per cent. larger crop grown the past year, we must conclude that after all when the crop is finally sold

the South will not be any where near so badly off as it appeared it would be a short time ago. Of course, the chief trouble with the South has been its inability to market this enormous crop, but this is now going forward very rapidly and the price is steadily advancing.

LOANS FOR THE PLANTERS.

"The Festus Wade cotton loan plan, backed up by the Federal Reserve Board, make \$135,000,000 available to loan on cotton at 6 cents a pound. This will serve both to furnish money for the immediate necessities of the planters and help boost the price which has already gone up a cent a pound during the last thirty days.

"It therefore appears to me that the assurance given by this \$135,000,000 at the price, and the continued increase in the exportation and home sale of cotton will soon put a good deal of money in circulation in the South. Moreover it should not be forgotten that the South for several years has had large crops and high prices and has accumulated a comfortable surplus which is an insurance against the future. The people are, therefore, in a position to buy such things as they may want. In the end I believe the South will be materially benefited by the war.

"The business done by the Ledger during the two weeks before Christmas showed an increase over the similar period of last year and indicates that the merchants of Birmingham and vicinity have faith in the outlook for the immediate future."

NEWS FROM OHIO.

Publishers in Legislature—Warren Paper Sends Christmas Presents to Plagiarists—General News of the Field.

(Special Correspondence.)

COLUMBUS, O., Jan. 16.—The publishing field is well represented in the new Ohio general assembly. Senator William Behne, of Bryan, edits a weekly in Williams County; Representative Harry Kemmerer, of Carrollton, publishes a weekly in Carroll County; Representative E. F. Bohm, of Cleveland, is an editorial writer for commercial magazines; Representative Frank Beitler, of Arlington, runs a Hancock County paper; Representative W. E. Danford, of Noble County, runs a weekly at Caldwell, and Representative C. A. Benedict, of Lucas County, is a printer on the Toledo Blade and is president of the Toledo local of the Typographical Union.

George M. Payne, copy reader on the Cincinnati Times-Star, has gone to the Chicago American to hold down a similar job. Roe Eastman has been transferred from the local staff to fill in on the desk.

Frank Harper, State Printer under Governor Cox, resigned when Governor Willis took office this week and went back to his paper at Mount Vernon. Several publishers are willing to fill the vacancy.

John L. Sullivan, who recently sold out his interest in an East Liverpool paper, is now managing editor of the Mansfield Shield.

Dennis Donovan, of the Columbus Dispatch, is handling the legislature for the Toledo Times.

A Warren paper, whose editorials and paragraphs have been reprinted without credit, sent rubber stamps as New Year's presents to plagiarists. The stamps gave credit to the Warren paper, and it was suggested that the plagiarists use them freely.

Luke McLuke, the famous paragrapher on the Cincinnati Enquirer, now has a copyright slug at the top of his column.

The Plainfield (N. J.) Daily Press has issued a beautiful calendar for 1915. The artistic picture in colors which adorns it represents an Indian worker in clay examining some of the products of his skill.

J. A. SPERRY DEAD.

Well-Known Brooklyn Journalist Drops Dead on Street Thursday.

James A. Sperry, for many years one of the well known newspaper men of Brooklyn, successively city editor, managing editor, business manager and publisher of the Brooklyn Times, died suddenly January 14, on the Williamsburg Bridge plaza, of heart failure.

Mr. Sperry retired from active business in December, 1910, since which time he has lived in Marbledale, Conn. He was in Brooklyn to attend a meeting of the trustees of the Dime Savings Bank, of Williamsburg, and was on his way home when stricken.

Mr. Sperry was born in New York City August 6, 1849. When still a young boy his family moved to Brooklyn, and he received his education there, graduating from old No. 16. He went into business first with his father, a manufacturer, but, in 1878 abandoned that work to enter journalism. The following year he married the daughter of the publisher of the Times, Bernard Peters.

William H. Maxwell, now superintendent of schools, was at that time managing editor, and although Mr. Sperry had had no previous training, he became city editor.

He succeeded to the post of managing editor when it was vacated by Mr. Maxwell and continued there until the death of William Cullen Bryant, who was also a son-in-law of Mr. Peters. Mr. Sperry then went into the office of business manager and later became one of the owners of the paper.

For several years he was president of the New York Publishers' Association.

He leaves a wife, two brothers, Charles D. and J. Henry Sperry, of Brooklyn, and a sister, Mrs. Arthur MacLay, of Plainfield, N. J.

Mr. Sperry was an uncle of Mortimer D. Bryant, the well known special agent, of New York, and William Bryant, publisher of the Patterson (N. J.) Press-Chronicle.

Funeral arrangements have not been announced as yet.

WASHINGTON PERSONALS.

Arthur J. Sinnott, Washington correspondent of the Newark Evening News, has been elected a member of the famous Gridiron Club.

Frank B. Lord, president of the National Press Club, and Mrs. Lord are the happy parents of a newly arrived daughter.

Frederick Dixon, editor of the Christian Science Monitor, was a visitor to Washington this week.

Martin Egan, former editor and part owner of the Manila-Times, was a witness before the Senate Committee on Philippines a few days ago.

Mrs. Josephine G. Tighe, wife of Mathew F. Tighe, of the New York American, contributed an article entitled "The Pages of the United States Senate" to the January St. Nicholas.

John K. Stauffer, former Washington correspondent of the Reading (Pa.) Eagle and a member of the Washington Times editorial staff, has made a business connection with Col. John B. Dampman, of the Dampman Advertising Agency, of Reading. Col. Dampman, who was leading editorial writer on the Pittsburgh Times for many years, was called by Senator Oliver "the best editorial writer in the United States." Mr. Stauffer is a Yale graduate, Spanish War veteran, member of the National Press Club and University Club of Washington, and Rotary and Berkshire Clubs of Reading. Mr. Stauffer polled fifteen thousand votes as a Republican candidate for Congress in his home district in the recent election.

The New York Press Club will give a ladies' day entertainment at 4 p. m. on Sunday. A special table d'hote dinner will be served at 6 o'clock at \$1 and after dinner the orchestra will play for dancing until midnight.

TALKS ON CURRENT TOPICS.

Brooklyn Eagle Inaugurates a Plan That Draws 500 People Every Week to Its Halls.

The Brooklyn Eagle some weeks ago inaugurated on Tuesday mornings at 11 o'clock a series of "Talks on Current Topics" that have attracted wide attention in that borough. The talks have become so popular that two large rooms are required to accommodate the 500 women who attend them each week.

The talks are all given by members of the Eagle staff and last exactly one hour. Reporters, editors, business and advertising managers take turns in speaking. The man or woman best fitted to make the addresses on the live topics of the hour is selected to speak.

The object of these addresses is to give the Eagle's readers, in brief form, an intelligent view of what is going on in the world. In this case the spoken word has a force that the printed word often lacks. One of the programs follows: Hans Von Kaltenborn, 20 minutes, on "The War Situation;" Edward V. Riis, 10 minutes, on "The Benedict-Cropsey Inquiry;" Maurice E. McLoughlin, 20 minutes, on "Current Topics;" H. F. Gunnison, 10 minutes, on "Subway Problems."

Two of the subjects discussed were purely local. The Benedict-Cropsey matter has to do with a dispute between the Supreme Court justices of the Brooklyn territory and the District Attorney regarding the case of former Comptroller Grout, who is under indictment in connection with the failure of the Union Bank. District Attorney Cropsey made some remarks at a banquet about "hand picked" and "lap friend" justices that the Supreme Court justices considered as reflecting on their integrity, and Justice Benedict bitterly assailed the District Attorney in court. As a result the Bar Association has instituted an inquiry.

Mr. Riis in his talk threw some side-lights on this controversy that were more illuminating than anything that has appeared in print, and gave to his auditors a better understanding of the case than they ever got from the newspaper accounts.

"The Subway Problem" is of great concern to Brooklyn. Mr. Gunnison made the whole subject clearer to those who heard him than they had obtained from their fragmentary readings.

"The War Situation" was a dispassionate review of the developments of the week and, incidental to the narration, the latest bulletins were read to the assemblage. "Current Topics" covered a broad field.

On Wednesday afternoons and Saturday mornings during December it presented in the Eagle Auditorium lectures on topics of interest to children.

Operators Mixed the Words.

Readers of Western Canadian newspapers were somewhat indignant when they read in a report of a speech delivered by the Hon. W. T. White, Finance Minister, at Montreal, that "the watchword of Canada at the present time should be protection, protection, and again protection." Those familiar with the attitude of westerners on the tariff will understand their feelings. As a matter of fact, the Hon. Mr. White had used the word production, not protection, but the operators of the Western Associated Press got two of the letters wrong, occasioning all the trouble.

Two World Men Promoted.

Arthur C. Clarke, city editor of the World, has been promoted to fill the vacancy caused by the resignation of John J. Spurgeon, who will become executive editor of the Philadelphia Public Ledger on February 1. Herbert Bayard Swope, of the reportorial staff of the World, succeeds Mr. Clarke as city editor.

A 900 foot moving picture film has been made of the Los Angeles Examiner office and is now being shown in moving picture theaters.

FIGHTS FAKE ADVERTISERS.**President of United Woolen Mills Offers Reward for Arrest of Offenders.**

President W. A. Hersch, of the United Woolen Mills Co., of Parkersburg, W. Va., has offered a reward of \$50 for the arrest of any individual or firm in the merchant tailor business in Cincinnati employing false and misleading advertising. The United Woolen Mill man has been active in the fight for clean advertising for several years. In his letter to the secretary of the Cincinnati Advertisers' Club he says:

"I will give \$50 for the arrest of any concern in the merchant tailoring line in the city of Cincinnati, doing business as the result of fraudulent advertising, up to six cases.

"In other words, I want to limit the expenditure to \$300, and want to pay it out for every arrest for fraudulent advertising directly in my line of business. The reason I am doing this is that there are certainly enough fakers in my line in your city who need the attention of the Advertisers' Club, without going into other lines. However, I am willing to contribute, say \$50 towards a general fund, if necessary, but would prefer the other."

QUITS AFTER 57 YEARS.**Editor Douglas Thinks He Has Had Enough and Resigns.**

W. W. Douglas, aged 73, who has been in the newspaper business for 57 years and on the Jacksonville (Fla.) Metropolis for 27 years has resigned.

He was the founder of the Florida Union, now the Times-Union, and was the first editor of the Metropolis.

For some years he has been court reporter for that paper and is one of the best known journalists of Florida.

U. P. IN HARRISBURG, PA.

The fourth bureau of the United Press associations in Pennsylvania, and the 26th in this country, was opened at Harrisburg January 4. Its establishment on the leased wire of the news organization coincident with the convening of the 1915 session of the state legislature, will give the 55 Pennsylvania afternoon papers served by the United Press a comprehensive report of the doings of the state assembly.

The "baby bureau," quartered in 203 Franklin Building, is in charge of Floyd MacGriff.

Correspondents' Club Election.

The annual meeting of the Correspondents' Club of New York was held in the World Building Tuesday afternoon. Officers for the ensuing year were elected, as follows: President, H. E. Whiting, St. Louis Globe-Democrat; vice-president, A. M. Kemp, Boston Globe; treasurer, John F. Flagg, Philadelphia Inquirer, and secretary, George R. Hill, Philadelphia Press. The executive committee consists of the foregoing officers and J. P. Regan, St. Louis Republic; C. H. George, Baltimore American, and R. R. Ronconi, La Prensa, Buenos Aires, S. A.

Sandusky Register's New Press.

The Sandusky (O.) Register, of which E. H. and John D. Mack are managers, is installing a sixteen-page, high-speed Hoe rotary web press, with a complete up-to-date stereotyping outfit. The Register is one of the most enterprising and influential newspapers in northern Ohio.

SPHINX CLUB DINNER.**Made in U. S. A. Featured at the January Banquet.**

The January dinner of the Sphinx Club, which was a "Made in U. S. A." dinner, was held at the Waldorf-Astoria Tuesday evening.

The "Jersey Lighting" was from New Jersey, the oysters from Virginia, the turkey from Rhode Island and the Postum from Michigan. The songs were all "Made in U. S. A." even to "Tipperary" which, as President Brown emphasized, was written by an American.

John H. Fahey, president of the Chamber of Commerce of the United States, delivered an address, outlining the objects of the organization, and emphasized the fact that the organization represented a membership of some 300,000 firms and corporations.

He brought out the fact that Germany alone has more commercial representatives in the United States than the entire list of employes of the Department of Commerce of the United States government. He also noted that this department, organized for the benefit of business men, is not given an opportunity to do much as it is not called upon by business men. His speech was intensely interesting and instructive.

Commissioner of Weights and Measures Joseph Hartigan, Isaac F. Marcosson and Robert A. Holmes were the other speakers.

President Brown announced Tuesday, February 16, will be ladies night and that at the March dinner, Tuesday, March 9, the speakers would be George Horace Lorimer, editor of the Saturday Evening Post, and Senator Oscar Underwood, of Alabama.

PUTNAM JOINS TRIBUNE.**Popular Advertising Man Makes New Connection.**

W. H. Putnam has joined the New York Tribune's advertising staff, resigning a similar position on the New York American.

He has a wide experience in the advertising and newspaper business having worked for the Hartford Courant, Worcester Telegram, Boston Traveler as reporter, desk man and cartoonist and then became advertising manager of Brown Book; advertising manager of James A. Houston Co. department store, of Boston, thence to the Journal of Commerce, New York, until 1910, when he was made advertising manager of O'Neill-Adams Co., leaving there to go on the American.

H. N. Kellogg Married.

Henry N. Kellogg, director of the American Newspaper Publishers' Association, was married January 13, at Chicago, to Miss Mazie E. Ayers, of Indianapolis, Ind. For the past twenty years Mr. Kellogg has been connected with the business offices of various daily newspapers, among them being the Commercial Advertiser, World and Herald, of New York. For five years he was publisher of the Brooklyn Citizen.

Withdrawn.

Among the Monday morning culprits haled before a Baltimore police magistrate was a ducky with no visible means of support.

"What occupation have you here in Baltimore?" asked his Honor.

"Well, judge," said the ducky, "I ain't doin' much at present—jest circulat'in' round, sub."

His Honor turned to the clerk of the court and said:

"Please enter the fact that this gentleman has been retired from circulation for sixty days."—Green Bag.

Death of Ralph H. Woodruff.

Ralph H. Woodruff, formerly advertising manager of the Twentieth Century Farmer, passed away December 23, at the home of his parents near Polo, Ill. Nearly a year ago he was compelled to leave his work in Omaha on account of ill health, and since that time has been with his parents. Mr. Woodruff originated and planned the first National Power Farming Demonstration at Fremont, Neb., which proved so successful. At the time of his death Mr. Woodruff was only 34 years old.

OBITUARY NOTICES.

AL ADAMS, editor of the Humboldt (Ia.) Independent and secretary of the Upper Iowa Editorial Association for many years, died January 4 after an illness of two weeks, aged 71.

HERMAN VON LANGEN, who founded the first German paper in Kansas, died January 6 at Topeka, aged 85.

CHARLES H. HALE, editor of the Sangaman Sawyer, at Kilbourne, Ill., committed suicide December 31. Despondency because of family troubles was the cause.

T. W. PARSONS, well known in newspaper circles as "Ethan Spike," died at Mount Sterling, Ky., January 1 of Bright's disease, aged 88.

E. A. HARPER, editor of the Conyers (Ga.) Times, died January 1 after a short illness.

JULIUS GRAF, publisher of the Volksblatt, a German paper at Hermann, Mo., died January 3, aged 58.

H. H. GRANICE, editor of the Sonoma (Cal.) Tribune, died January 2 from a complication of diseases, aged 76.

JOHN E. KELLOGG, publisher of the Fitchburg (Mass.) Sentinel, died at Pinehurst, N. C., January 6, aged 69.

W. T. DAVIDSON, publisher of the Fulton County Democrat, at Lewiston, Ill., died January 3 from uremic poisoning, aged 78.

GEORGE C. YOUNGS, at one time on the Milwaukee Evening Wisconsin, and for many years editor and publisher of the Florence (Wis.) Mining News, died January 3 at Florence, aged 64.

W. A. T. SAVAGE, for many years connected with the circulation and advertising departments of various newspapers in San Francisco, Cal., and Portland, Ore., died at Berkeley, Cal., December 29, aged 56.

OTTO HUBACH, financial editor of the New York Staats Zeitung, died January 9 after a long illness, aged 55.

JOSEPH B. JACKSON, superintendent of the New York World composing room, died January 12, the result of a fall on the slippery steps in front of his home two weeks ago, aged 67.

A. B. CLARK, owner and editor of the South Philadelphia (Pa.) Cracks, died January 9 of hemorrhage of the lungs, aged 74.

LIEUT. GERALD P. BAGNELL, military reporter for the Brooklyn Times, died January 9 of pleuro-pneumonia, aged 52.

CHARLES A. NUTTER, of the advertising department of the Kansas City (Mo.) Star, died January 5 following an intestinal operation, aged 44.

GEORGE GOSLINE, editor and owner of the Oak Harbor (O.) Press-Democrat, died January 8, aged 60.

NEW YORK FACTS

complete
convenient
confirmed
for
newspaper men
in

The Eagle**Almanac**

Only
publication
giving
all statistics
on State
and City.

Ready Jan. 20th.
Indispensable
for those
who must
know at once.

New York's Red Book

Published by

The Brooklyn Daily Eagle

Price, \$1.

The Business Condition

in Washington is normal. The United States Government is employing just as many people or more than ever and the payroll is regular. Foreign advertisers, knowing this, used more space in the Star during the past year than ever before.



The boast of The New York Evening Post is that its readers read its advertisements as well as the reading matter. In the belief that this is true, advertisers buy space in its columns.

Member Audit Bureau
of Circulations.

Buy Intertype Parts and Matrices

Thousands of linotype owners are using them exclusively. Interchangeability absolutely guaranteed. Be sure that there are copies of our Parts and Matrix Catalogues in your composing room. Send us your next supply order.

International Typesetting Machine Co.
Foot of Montague Street Brooklyn, N. Y.

INTERTYPE

THE ACME OF HIGH QUALITY

The Chicago Daily News Breaks All Newspaper Records in Chicago

Despite the European war and the unsettled business conditions, the year 1914 was the best, in point of both circulation and advertising, in the thirty-nine years' history of THE CHICAGO DAILY NEWS.

CIRCULATION IN 1914

The net paid average daily circulation was 385,857—the largest in the history of the paper, and larger, much larger, than that of any other Chicago newspaper—a gain of 33,462 over 1913.

ADVERTISING IN 1914

The Daily News printed 5,354,001 agate lines of local display advertising—the greatest amount in the history of the paper—516,312 lines more than in 1913.

The Daily News printed more local display advertising in its six publishing days than any other Chicago newspaper printed in either six or seven days. The Daily News also showed a larger gain in local display advertising over 1913 than any other Chicago newspaper.

The Daily News printed 1,459,212 agate lines of foreign display advertising—the largest amount in the history of the paper—a gain of 156,021 lines over 1913, and a larger gain than that of any other Chicago newspaper.

The Daily News printed 3,388,946 agate lines of department store advertising—the greatest amount in the history of the paper—259,006 lines more than in 1913.

The Daily News printed, in its six publishing days, 1,250,754 more lines of dry goods and department store advertising than any other Chicago newspaper printed in seven days.

During 1914 The Daily News printed 6,813,213 agate lines of total display advertising—the greatest amount in the history of the paper, and 672,333 more lines than in 1913. This is the largest gain of any Chicago newspaper, and, so far as is known, the largest of any newspaper in the United States.

These 1914 figures point the way to advertising success in Chicago, and the wise advertiser will apply them to his 1915 advertising appropriation.

The net paid circulation of THE CHICAGO DAILY NEWS for December averaged 401,342 Daily.

MONTHLY CIRCULATION AVERAGES IN 1914

January362,972
February368,496
March375,770
April390,974
May373,485
June367,038
July365,753
August403,071
September403,593
October406,090
November411,561
December401,342
<hr/>	
Yearly average	385,857

CLEAN WHITE HONESTY

Clean Journalism and Truth in Advertising Columns Is Needed Today for the Attainment of Highest Ideals.

By W. H. UKERS,
President of the New York Trade Press Association.

(From an address delivered before the Conference of the Teachers of the Schools of Journalism in New York last week.)

Joseph Pulitzer once said, "Accuracy is to a newspaper what virtue is to a woman." Carrying out the simile, the journalist, like Caesar's wife, should be above suspicion.

Accuracy, as Mr. Pulitzer defined it, meant more than conforming exactly to truth or to a standard. To him it meant a passionate devotion to those ideals of conduct which inspire men to think noble thoughts, to do things worth doing for the pure joy of service.

If it is true that no business is ever more than the lengthened shadow of one man, then in the field of journalism, as in other lines of industrial effort, it is the men that count, and it is most important that you who are charged with the task of discovering these embryo journalists to themselves, should teach them, first, that without character in journalism they will never be more than sounding brass or tinkling cymbal. And in the building of character if the emphasis is placed upon Truth it can later on be translated into terms of accuracy that will spell success.

TRUTH AS A MOTTO.

"Truth" then is the motto that should be emblazoned on the shield of the student of journalism. And when he comes to sit at your feet in the Interpreter's House, to learn from you how to apply the motto, will you not say to him, "First of all, 'to thine ownself be true and it must follow as the night the day thou canst not then be false to any man.' Young man, remember the words of the great journalist who taught that it wasn't enough to refrain from publishing fake news, not enough to take ordinary care to avoid mistakes, that any publishers who could do no better should be ashamed to own a paper. This man, with his big heart that understood all because he had suffered, stood always for clear white honesty in all departments of the newspaper business. He made sure of only one thing, that he was right, and then he went ahead, regardless of consequences."

And what a joy it is when we find an interpreter like Dr. Talcott Williams; safe, sane and prophetic, sitting in the halls of the School of Journalism founded by Joseph Pulitzer. What a practical vision is his. Why only the other day he said to me, "A publisher should keep his editorial columns and his counting room as two co-operative factors which work to the same end; by principle, through principle and for principle." Isn't that a splendidly practical application of the Truth idea to the newspaper business?

TRUTH IN ADVERTISING.

Mr. Ukers then spoke at length about the onward march of truth in the advertising business, particularly as regards the work of the National Vigilance Committee of the Associated Advertising Clubs of the World. He urged upon the educators the importance of teaching their students the proper application of the truth idea to all departments of journalism. He told about the adoption of the Standards of Practice by the fifteen departments of advertising at the Toronto convention and pointed out that now, for the first time in the history of advertising, we have codes of advertising ethics by means of which the members of the Associated Advertising Clubs can gauge their own conduct and also that of their fellows.

He also told how the work of the National Vigilance Committee was eliminating fraud and safeguarding the public from deception. He mentioned the States and cities that had adopted laws for the punishment of fraudulent advertising. He referred to the assistance being rendered by such papers as the

Chicago Tribune, the New Orleans Item, the Minneapolis Journal and the New York Tribune. He went into detail concerning the accomplishments of the National Vigilance Committee in all departments of advertising and closed by saying that the National Vigilance Committee sought the co-operation of the teachers of journalism in its efforts to uplift advertising so that in the future it will stand firmly embedded on the rock of Truth.

THE LINOTYPE IN 1914.

Over 30,000 of the Machines Are Now in Use Throughout the World.

Although there was no discovery of a new principle or invention of a new method in the operation of the linotype during 1914, the year was profitably spent in detail improvement of the machine and in the expansion and development of the service organization of the company.

The extent and capacity of the Mergenthaler Linotype Company is evident from a consideration of the world wide use of the linotype. There are factories in America, England and Germany, and in these places, as well as in agencies in all the principal countries of the civilized world, a stock of machines and a supply of over 100,000,000 finished matrices is carried, so that the promptest possible service may be rendered to new and old customers.

The American plant is located in Brooklyn, where over 1,800 employes are engaged in the numerous and intricate processes and operations (more than seventy in the case of making a single matrix) incidental to the turning out of the finished product. The investment in machinery and material is necessarily very large, and as most linotypes are sold on long terms of payment there is an extra burden to be constantly carried. This has meant ample resources and sound financing, for there are today over 30,000 machines in service.

The fact that genuine linotypes can be purchased for as small a sum as \$1,200 places these composing machines within the reach of the smallest printer. Machines of greater capacity and versatility range upward to the four magazine Model 9 at \$4,150.

STEIN'S STATEMENT REFUTED.

New York Times Says It Is in No Way Connected With the Times of London.

In an article by Prof. Ludwig Stein, editor of Nord und Sud, entitled "Change of Opinion in America," and printed in the Berlin Vossisch Zeitung of December 7, the statement is made that the New York Times belongs to the London Times and hence naturally favors the Allies. To this assertion the New York Times replies:

"Prof. Ludwig Stein's assertion affords perhaps as good an occasion as any for the refutation of malicious stories, circulated since the beginning of the European war, imputing to various interests the ownership of this newspaper. The New York Times has no connection, financial or otherwise, with the London Times, and nobody in England has any share or interest, direct or indirect, in its ownership. The New York Times is peculiarly the product of those who own it, for 86 per cent. of it belongs to men engaged daily under its own roof in the task of producing it, and none of these men has any other occupation.—Editor Times."

Weekly Guarantee Its Advertising.

The Lynden (Wash.) Tribune, of which S. H. Lewis is editor and publisher, has given notice that it will guarantee its readers against any loss sustained through the purchase of any goods through advertisements appearing in its columns. The Tribune is the first of the news weeklies to adopt this policy in the Northwest.

NEWSPAPER MAKING

OF all the problems which the publisher must solve before he has established a genuine newspaper success, that of working up a representative showing of classified ads is often the most difficult and seemingly impossible.

We have seen rival newspapers temporarily taking classified advertising for nothing, or at purely nominal rates with all sorts and variety of offerings such as boxes of candy, theater tickets and what not to those who will send in a 25 cent ad.

All of these seem to grow out of a notion that the way to get the classified advertising is to get people into the habit of using the paper and others to read the ads. Many a success has been worked out on these lines, but likewise many a failure has resulted.

Given a newspaper with any respectable sort of a circulation in a community, the logical development is by the utilization of a reasonable amount of space every day devoted to educating the readers to trade among themselves through classified advertising.

This is a perfectly rational and logical method that in nine cases out of ten will produce a constantly growing volume of business on a basis calculated to endure.

There is no trick or slight of hand about the feat. Harry Doorley, of the Omaha World-Herald, who built up a heavy volume of classified for his newspaper, has prepared a book containing reprints of the publicity campaign and details of his experiences which he will send to anyone willing to pay for it.

Classified advertising is not necessarily secured through making low rates as a bait. Results are the only consideration. The difference between paying 15 cents or 40 cents for a single ad is of no consideration to the advertiser provided he gets replies or makes sales.

In many cities the successful classified mediums are getting a higher line rate on their classified than for their display space. As it costs more money to care for small classified ads per column than display, it is desirable, if possible, to build your classified on a money making basis.

For an introductory campaign it has often been found desirable to take "help wanted" and "situation wanted" ads free and gradually cull out those thus offered which really are business proposals that will pay their way if diplomatically handled.

By proper education the readers of any newspaper can be brought to trade among themselves and provide profitable returns to those who advertise their offerings in its classified columns.

A good volume of classified advertising is proof positive that a newspaper is read for its advertising, and therefore attractive to other advertisers, and besides classified advertising is an excellent circulation builder.

NORTHCOTE.

Death of F. S. Brown.

Frederick S. Brown, for many years a member of the editorial staff of the World and later with the Evening World, died Tuesday afternoon after a long illness from cancer of the stomach. Born in Wellsburg, Va., now West Virginia, in 1853, he was a student at the United States Naval Academy one year. On leaving the navy he became a member of the staff of the Cincinnati Enquirer, where he remained until the early 80s, when he came to New York as city editor of the Journal. He joined the World's staff in 1894 as assistant telegraph editor.

A Prophecy.

(From the New York Sun.)
"This country is on the eve of the biggest business advancement in its history—an advancement that will spell prosperity throughout the land. Intimately associated with its growth will be the greatest of all business building forces—ADVERTISING."

THE NEW HAVEN

Times - Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The only evening paper in New Haven, member of Audit Bureau of Circulations.

The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The St. Paul Daily News

73,382

Nov. Circulation

In November carried

22,554

More lines of foreign display

than its nearest competitor.

C. D. BERTOLET

1110 Boyce Bldg. Chicago, Ill.

New York Representative:

A. K. Hammond, 366 Fifth Ave.

DETROIT SATURDAY NIGHT gets results

because its readers have learned that they can depend on every representation made in its advertisements.

GUARANTEED ADVERTISING

so far as Detroit Saturday Night is concerned, means that the publishers will make good if the advertiser doesn't.

Foreign Advertising Representatives
G. LOGAN PAYNE CO.

748 Marquette Building, Chicago
200 Fifth Ave., New York City
Publicity Building, Boston

R. J. BIDWELL CO.

Pacific Coast Representative

of

Los Angeles Times

Portland Oregonian

Seattle Post-Intelligencer

Spokane Spokesman-Review

The Editor & Publisher (N. Y.)

Portland Telegram

Chicago Tribune

St. Louis Globe-Democrat

Kansas City Star

Omaha Bee

Denver News

Salt Lake Herald-Republic

742 Market Street

SAN FRANCISCO

Perpetual Injunction Against the Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

“That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, permanently enjoining and restraining them and each of them from directly or indirectly making or using or selling or offering for sale, or otherwise dealing in or disposing of, any Linotype machines like defendant’s “Intertype” machine, Exhibit No. 23 herein, or any other Linotype-machines, or parts of machines, embodying the inventions covered in claims 1, 2 and 3 of Hensley Patent No. 643,289, or claims 1, 2 and 3 of Dodge patent No. 739,996, or claim 7 of Homans patent No. 830,436, or in any manner infringing upon said patents or plaintiff’s rights thereunder.”

THIS INJUNCTION COVERS AMONG OTHER THINGS THE INTERTYPE METHOD OF SUPPORTING AND PERMITTING THE QUICK REMOVAL OF THE MAGAZINES.

The Mergenthaler Linotype Company will take steps to protect its rights against the manufacture, sale or use of infringing devices.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York, N. Y., U. S. A.

January Eight, Nineteen Fifteen

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the
New York Post Office

Issued every Saturday, forms closing one o'clock on Friday pre-
ceding date of publication, by The Editor and Publisher Co., Suite
1117 World Building, 63 Park Row New York City. Private
Branch Telephone Exchange, Beckman 4330 and 4331.



The Journalist, Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; Frank LeRoy Blanchard, Editor, George P. Lefler, Business Manager.

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager
Telephone, Randolph 6065

San Francisco Office: 742 Market St. R. J. Bidwell,
Manager.

[Telephone, Kearney 2121.

S. J. Waggaman, Jr., Special Representative.

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Jan. 16, 1915

TREND TOWARD TWO-CENT PAPERS.

The much mooted question as to whether the one-cent newspaper must go may be practically decided in the affirmative if the high cost of production continues. The cause of the two-cent paper has grown much stronger as abnormal expenses have continued to pile up and business depression has curtailed advertising. The argument in favor of the one-cent paper has been, of course, that the low price brought circulation and circulation means more advertising and higher rates. Thus the advertiser naturally bears a bigger proportion of the cost than the reader.

An interesting editorial in the Trenton (N. J.) Times of January 5 says that in Trenton, where one year ago the newspapers raised their price from one to two cents, "the result is especially gratifying to the publishers generally, and to the Times particularly, in that the loss in circulation was exceedingly small. The net average circulation of the Times at one cent for the year 1913 was 25,628, while the net average for the year 1914 at two cents is 24,650, a loss of less than four per cent."

The Times also concludes that conditions in New Jersey rather indicate that two-cent newspapers have come to stay. In ten leading cities of the state, two-cent newspapers are being successfully conducted, many of them in the north Jersey zone, directly in competition with and under the influence of the metropolitan penny papers. They include the Newark Evening News, Jersey City Journal, Elizabeth Journal, New Brunswick News, New Brunswick Times, Paterson Call, Asbury Park Press, Long Branch Record, Perth Amboy News, Plainfield Courier, Plainfield Press, Trenton Times and Trenton State Gazette.

"It is interesting to note," continues the Times, "that in New England, famed for its thriftiness, the penny papers of New York and Boston have been unable to displace the three-cent papers of Hartford, or the two-cent papers of Worcester, Springfield, New Bedford, Lynn, Fall River, Bridgeport, New Haven and elsewhere. Outside of a half dozen of the largest metropolitan cities, the most successful newspapers are of the two or three-cent class, such as the Newark News, circulation, 85,000; Hartford Times, 24,000; Worcester Telegram, 25,000; Syracuse Post-Standard, 54,000. And there is in New York City the three-cent Herald, in Philadelphia the two-cent Ledger, while in Pittsburgh, Reading, Utica, Troy, Harrisburg and elsewhere in the eastern field two-cent papers are leaders in their respective communities."

The first of this year saw the price of numerous papers boosted from one to two cents, notably in San Francisco and Oakland, Cal., the Portland (Me.) Press and Wilkes-Barre, Pa. The trend is toward the higher price, and leaders of the movement may soon have many more followers. It's only because one fellow is afraid of the other fellow that the two-cent price does not generally prevail.

THE SOLICITOR AND THE ADVERTISER.

In an article appearing in last week's issue, H. C. Bradfield, former advertising manager of the Cole Motor Car Company, asked if the time would ever come in newspaper advertising when newspaper men would change their methods of solicitation and instead of selling circulation only would confine their efforts to selling newspaper advertising and newspaper service.

We desire to inform Mr. Bradfield that that time has already arrived; in fact it arrived nearly two years ago when the American Newspaper Publishers' Association established the Bureau of Advertising. This organization has probably done more to increase the productiveness of newspaper advertising through the co-operation of publishers with advertisers than any other organization.

In another part of his article Mr. Bradfield made a statement that direct newspaper representatives do not attend conferences of the manufacturer, his sales manager and his advertising manager when an advertising campaign is under consideration. Mr. Bradfield is entirely mistaken in this assertion. Newspaper advertising managers and Mr. Thomson, manager of the Bureau of Advertising, are frequently called in at such conferences to give their advice as to the best methods for reaching the public through the newspapers.

Whether or not the Curtis Publishing Company recommends that an advertising appropriation be split 65-35, 65 per cent. for the newspapers and 35 per cent. for the Curtis publications, we do not know. Such a recommendation for the distribution of the appropriation would, it seems to us, show a generous (?) spirit on the part of the Curtis Publishing Company. It is our conviction that the breaking up of an advertising appropriation into 35 per cent. for the subsidiary forms of advertising and 65 per cent. for the newspapers would be equitable and would produce satisfactory results, providing the right kind of copy is used and proper distribution is effected.

There is no doubt whatever that newspaper advertising men are today much better informed in regard to their proposition than they were a few years ago and are much better able to give advice to prospective advertisers that will be unprejudiced and helpful.

ADVERTISE IT NOW—BUY IT NOW.

In Omaha, Neb., last Monday, the Agricultural Publishers' Association, a national association of farm papers, launched a nation wide campaign to assist in the revival of business activity. The association adopted as a slogan "Buy It Now."

Briefly, the movement purposes to quicken commercial and manufacturing lines by hastening purchases which in the ordinary course of affairs must be made sooner or later. The appeal is directed particularly to the farmers, who are to be urged to buy necessary implements and materials now rather than wait until spring. The scheme contemplates co-operation, which, it is urged, would correct unsettled conditions. It does not urge indiscriminate buying, but rather economical buying of those things which must be bought later. In the committee report it was declared that if \$10 were expended in the "buy it now" campaign by each of the 40,000,000 farmers of the country, \$400,000,000 would be put in immediate circulation.

Thus, once again we see the newspapers pointing the way to better times and to the common good. But the best stimulus to quick buying is quick, intelligent advertising everywhere in daily and weekly newspapers. If the farmers of the country alone, representing less than one-half of the population, could spend \$400,000,000, why should not the co-

operation of others soon put at least a billion dollars into circulation?

If merchants and manufacturers expect consumers to heed the clarion cry of the Western publishers to "buy it now," those who are making and selling the goods should advertise their stocks now. The call of every American newspaper should be "Advertise it now," so that everyone who has something honest to sell can be found by customers who are seeking to "buy it now." Curtailing advertising expenses and then bemoaning the fact that business falls off will never bring about better times. It is a noteworthy fact that the concerns which have liberally and persistently continued their advertising during the recent business depression have found that it paid them to do so. Old customers have been retained and new ones gained and those same firms see in the near future the full tide of prosperity sweeping their way.

The reserve supply of hard cash in the United States is enormous and much of it should be flowing through the channels of trade. That a combination of "advertising it now" and "buying it now" would speedily start the golden stream is a conclusion based upon common-sense and the past results of co-operation between the newspapers, the producers and the consumers.

ALONG THE ROW

THE MODERN CORRESPONDENT.

The correspondent goes to war
And stays perhaps a week or so,
Then takes a steamer for New York
And joins a moving picture show.
We do not blame him, not a bit—
Like all of us, he's out for dough.

IN OLDEN DAYS.

"Ah!" sighed the veteran typo, "things have changed along the row. Why twenty years ago on New Year's eve I've gone home with eight or ten bottles of booze presented to me by admiring bartenders from Ann street to Duane. This year I couldn't get a free hot clam broth. Those were the good old days, when subs always found a case waiting for them on New Year's day, while the regulars were nursing katzenjammers, and bathing wrong font eyes."

SMALL TIP.

Stop growling and brighten up the editorial page.

COULD HAVE BEEN WORSE.

The copy reader put this head on a conflagration story: "Small Fire Gave Concern." When it appeared in the last edition it read: "Small Fire Gave Concert." "Never mind," said the city editor when his attention was called to it, "it's not such a bad break. Maybe the firemen played at it."

ALL THE RAGE.

It's a mighty small newspaper that hasn't got a little syndicate in its home.

WHERE TO DRAW THE LINE.

Let us boom the "Made-in-America" label but at the same time we should refrain from putting it on war cables.

FROM UP THE RIVER.

The Star of Hope is right up to date. It now appears with a women's page conducted by Auburn No. 914. It's shy on personal notes and society doings but heavy on uplift stories. The publication office still remains in Sing Sing under the able editorial management of No. 57,355. The Star does not send reporters to cover fires and out of town events, and is probably the only paper in the country outside of the Congressional Record which makes no effort to secure advertising contracts. Its business office does not dictate its policy. It does not worry about where the rent is coming from and the members of the staff all wish to be discharged, but have to stay on the job.

FROM THE SKINNERSVILLE SIGNAL.

"War is a serious thing. It cost us \$6 extra last week for our share of a combination cable which said that the Germans went forward ten yards and then fell back twenty. We don't believe anyone read it, and besides it wore out the z mold on our typesetting machine."

NOT ALL AT THE FRONT.

All heroes do not go to war
And shoot, and try to kill the foe.
Some have to say right in New York
And look for jobs along the Row.

TOM W. JACKSON.

PERSONALS.

S. S. McClure, the magazine publisher, is working on the New York Press, in an advisory capacity, his principal duties being on the Sunday supplement. His experience as a magazine publisher and newspaper syndicate promoter make him very valuable indeed. It is said that the connection was made, not for the salary, so much as the opportunity to get some experience in the daily newspaper business.

Gardner Cowles, publisher of the Des Moines (Ia.) Register and Leader, has been appointed a member of the State Board of Education.

Oswald F. Schutte, who has been Washington correspondent of Leslie's Weekly, has been appointed Berlin correspondent of the Chicago (Ill.) Daily News. He sails January 16.

E. C. Bode, of the Chicago Morning Examiner, who has been on a trip through the Central West, has returned to Chicago.

Edwin Gans has resigned his position as general manager of the Johnstown (Pa.) Leader. He has not announced his future plans as yet, but is going to investigate several propositions before making a new connection.

Clare A. Briggs, cartoonist for the New York Tribune, has yielded to the blandishments of musical comedy. His famous "Skin-nay" is to be dressed up, as to book, by Ring W. Lardner, and set to music by Aubrey Stauffer. It will go on circuit under the direction of Roland & Clifford, of Chicago, in February or March, of this year.

Philip A. Payne, city editor of the Hudson Dispatch, Union Hill, N. J., has been engaged to edit an automobile page for the Hoboken Sunday Inquirer. Mr. Payne will continue in the capacity of city editor of the Dispatch.

Floyd P. Gibbons, of the Chicago Tribune, is in Naco, Ariz., covering the latest Mexican disturbance.

Charles ("Chick") Evans, golf editor of the Chicago Examiner, will attend the golf tournament at Atlantic City, N. J., next week.

Heber J. Ingle has returned to his desk, in charge of the special feature advertising for the Chicago Examiner, after an absence of nearly a year, because of illness.

Bruce W. Ulsh, of Wabash, Ind., has assumed full control of the New Albany (Ind.) Daily and Weekly Tribune, as editor and manager.

J. S. Hamilton, editor of the Eaton Rapids (Mich.) Journal, has been elected mayor of that city.

Charles F. Scott, editor of the Iola (Kan.) Register, has sailed on the Belgian relief ship Hannah, to chaperon the Kansas contribution to the starving populace of Europe.

R. B. Pixley, assistant managing editor of the Milwaukee (Wis.) Sentinel, who has been appointed private secretary to Gov. E. L. Philipp, was banqueted January 3 by his associates, who placed a watch upon him, which will make him mark time while he is at Madison. It is a gold watch.

Sidney Ormond, city editor of the Atlanta (Ga.) Constitution, has been appointed executive secretary to Mayor Woodward, of that city. He takes up his new work January 15, succeeding Frank Hammond, who leaves to re-enter the advertising business.

Odeon Haried, city editor of the Sioux Falls (S. D.) Press, has resigned to take up the duties of deputy clerk of courts. He is succeeded by John Paul May, late of the Washington (D. C.) Star.

W. W. Powell, Milwaukee, Wis., newspaper man, has been appointed secretary of the State Board of Public Affairs for Wisconsin.

Nathaniel D. Colcord, formerly Washington correspondent for the Portland (Me.) Express-Advertiser, who is now in the legislature, and John P. McConville, city hall reporter for the same paper, who has been appointed private secretary to Governor Curtis, were given a farewell dinner by their newspaper associates New Year's night.

Col. Woodson May, editor of the Somerset (Ky.) Journal, has been appointed assistant fire marshal by State Fire Marshal Col. Clifford C. Bosworth.

W. E. Babb, political writer on the St. Louis (Mo.) Times, is at Jefferson City reporting the legislature for his paper.

William McClure Gotwaldt is the new editor of the Tonopah Bonanza, succeeding John C. Martin, who has resigned to go into the advertising business.

Lieutenant-Colonel Aiken, well known newspaper man of Saskatoon, Alberta, has been promoted to be second in command of the First Canadian Mounted Rifles. The headquarters of the regiment are at Brandon.

John T. King, who has acquired a controlling interest in the Bridgeport (Conn.) Standard, is to assume active direction of that paper shortly.

W. W. Thomas, of the Rome (Ga.) Tribune-Herald, has been appointed clerk to a Senate committee, and has gone to Washington. He will act as Washington correspondent for several southern papers.

James Corwine has succeeded Miss Mollie Lannon as business manager of the Bloomington (Ill.) Courier-Herald. Miss Lannon resigned to accept a similar position on the Evening Star.

Sidney Berry, editor and proprietor of the Mobile (Ala.) Tribune, has leased the Lyric Theater of that city and will go into the show business as a side line.

Miss Clara Adams has been made editor of the Dillon (Mont.) Examiner, effective January 1.

Rodney R. Iredell, president and business manager of the Allentown Chronicle and News, is the proud father of a son, born January 3.

W. V. Geiser has resigned as editor of the Freeport (Ill.) Anzeiger.

Stanley Strand, city hall reporter on the Duluth (Minn.) Herald, has resigned to go into other business.

Cecil B. Tracewell, city editor of the Parkersburg (W. Va.) State Journal, has resigned to enter the advertising department of the United Woolen Mills.

Gilbert S. Jones, of Reading, Pa., has gone with the Johnstown, Pa., Leader.

On the occasion of the diamond jubilee of the publication of the first issue of the Stratford Beacon on December 29, 1854, the editor and proprietor, W. M. O'Beirne, who is also president of the Canadian Press Association this year, was presented with \$500 in gold by business and personal associates.

WEDDING BELLS.

Reginald Nicholson, manager of the London Times, is to marry Miss Natalie Pearson, of Great Barrington, Mass. Their engagement has just been announced.

John S. McLennan, owner of the Sydney (N. S.) Post, and Miss Grace Henop Tytus, of Ossining, N. Y., were married in New York City January 7.

Miss Annie Chapman, editor of the Rockport (Mo.) Progress, and Frank E. Bysfield were married December 30.

John G. MacCall, editor of the Campbellton (N. B.) Times, and Miss Mary Ella Peet, of Oxford, N. S., were married December 28.

Charles H. Hemingway, editor of the Tri-County Press, at Polo, Ill., and Miss Clariber Noa were married at Chicago December 31.

Frank D. Lander, publisher of the Hattiesburg (Miss.) News, and Miss Gertrude Olsen, of Canton, Miss., were married January 12.

Carl C. Caswell, son of the editor of the Denison (Ia.) Bulletin, and Miss Hazel Gates, of that city, were married January 2.

Visitors to New York.

John C. Shaffer, owner of the Chicago Post, Indiana Star League, Rocky Mountain News, Denver Times and Louisville Herald.

HELP WANTED

Advertisements under this classification fifteen cents per line, each insertion. Count seven words to the line.

Wanted a competent man for general work on a weekly New York City newspaper. Must have had experience and be thoroughly dependable. Raymond, Care The Editor and Publisher.

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

THE RIGHT MAN

In the right place is one of the hardest problems a newspaper publisher has to solve. I believe I am the right man if you have the right place in your editorial department. Let's see.

I want to "get somewhere," and I am going to get there. Am not looking for a soft berth nor merely a "job," but where I can be a factor in pushing. Am a "shirt sleeve" executive and want to be the managing editor or in charge of the news end of the best paper possible, preferably in the west, where there is an opportunity.

Am well educated, of good appearance and address, married, strictly temperate, have had sixteen years' experience in the news department of daily papers, serving from "cub" to full charge of the news end and never lost a position for incompetency. Am familiar with political and municipal affairs, know the value of news and accuracy, can dress a front page modernly and get the life into it, can handle men as a gentleman and secure results, am resourceful, full of "pep" and not afraid of hard work, and can stand the gaff and smile. Am not a hot house plant and do not claim to know all there is to know in the newspaper game and try to "butt into" everybody's business—simply a newspaper worker who has been through the mill and is conscientious, loyal and willing to at all times cooperate for the best interests of the institution.

Am in an office where there is no opportunity to take advantage of experience and training and am not content to be "chloroformed." My employers are the best people in the world but can offer little of a future and desire to change is purely personal. Am not a "boomer" by any means, and permanency is a potent factor.

My credentials as to character and ability are of the best and I will be pleased to arrange an interview, if possible. If interview is not convenient, tell me fully what you have under consideration and conditions in general, provided you are interested. I want to know about you same as you would me. Address "Progressive," Editor and Publisher.

ADVERTISING MANAGER.

Competent young man with five years' experience on larger dailies in the East and Middle West would like position as advertising manager of Daily in Eastern City of 50,000 to 100,000 population or as classified manager in larger city. Is, at present, and has been for 2 1/2 years, classified manager of both a Morning and Sunday and Afternoon newspaper in one of the larger cities, but desires a change for more experience. Present employer as reference as to ability and character. Address D 1404, Care The Editor and Publisher.

Composing room executive wants to change. Fifteen years' metropolitan and small city experience. Efficient, capable and excellent organizer. Makes good or quits. Must be live connection. No down-and-out paper wanted. Address "Hustler," care The Editor and Publisher.

Advertising Solicitor, hustler, 28, eight years' experience soliciting and assistant advertising manager, on a capital daily of 15,000 circulation, desires to make change. Address M. T., care The Editor and Publisher.

Wanted by thoroughly competent circulation man, 29 years of age, married, and ten years' experience on one large live newspaper, a position as circulation manager on a small daily and Sunday or assistant circulation manager on a live paper of 60,000 circulation or over. Southern territory preferable. Address D 1403, care The Editor and Publisher.

FOR SALE

Advertisements under this classification fifteen cents per line, each insertion. Count seven words to the line.

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Company, Bridgeport, Conn.

For sale—Complete newspaper plant, including two No. 1 and one No. 5 linotypes with extra magazines. For price on whole or part, address Springfield News Company, Springfield, Illinois.

A. M. Lawrence, publisher Chicago Examiner. John Glass, special representative, Chicago.

WOULD PURCHASE

Central Indiana, daily or weekly. Prefer to buy 1-3 or 1-2 interest in an afternoon paper carrying position of editor or managing editor. Prefer town of 5,000 to 10,000 and the leading paper, profitable enough to support two men. Proposition L. E.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

SATISFACTORY SERVICE

GREENWICH NEWS AND GRAPHIC
N. A. BARTON, Gen. Mgr.
Greenwich, Conn.

Jan. 5th, 1915.
Harwell, Cannon & McCarthy,
Times Bldg., New York City.

Gentlemen: We wish to express to you our high appreciation for the able manner in which you negotiated the consolidation of the Greenwich Graphic and The Greenwich News. Existing conditions made it very difficult for the consolidation to be consummated, and your Mr. Cannon, who had charge of the matter, proved himself to be a diplomat. During his stay in Greenwich he made many warm friends, and all whom he came in contact with were treated in a courteous and gentlemanly manner.

From our dealings with your firm, and the business methods employed by you, lead us to believe that your future success is assured.

With kindest regards, I beg to remain,
Very respectfully yours,
(Signed) N. E. BARTON.
HARWELL, CANNON & MCCARTHY
Newspaper and Magazine Properties
Times Bldg., New York City

ADVERTISING MEDIA

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

WHERE THE GOLD COMES FROM!

THE FAIRBANKS (ALASKA) DAILY NEWS-MINER, the oldest paper in Interior Alaska, where the gold comes from, reaches the highest-paid class of workers in the world. There are only 16,000 people in the News-Miner's district, but they produce and spend from \$5,000,000 to \$10,000,000 a year. The smallest piece of money there is 25c. piece—which is the price of a newspaper, cigar or drink. One million was sent out of Fairbanks in one year to mail-order houses. The average per inhabitant annually is \$135 freight paid. Everything is dear except advertising—advertising agents take notice—and the people buy whatever they want when they want it.

BUSINESS OPPORTUNITIES

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

Well established publishing organization would buy another good trade paper. Box D 1364, Editor and Publisher.

MISCELLANEOUS

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

DAILY NEWS REPORTS.

Special and Chicago news. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

PACIFIC COAST NEWS CORRESPONDENT

For
Eastern Trade Journals
CLARENCE P. KANE
268 Market Street, San Francisco

ANY ONE OF THE BIG, HONEST CLOTHING MANUFACTURERS TWENTY THOUSAND LINE CAMPAIGN IN THE NEWSPAPERS LIS

The Equivalent of One Hundred Standard Magazine Pages in Fifty-on

A Presentment by Wil

Two Million One Hundred and Five Thousand One Hund

I was doing some figuring the other day about the Ready-to-Wear Clothing industry.

In the New England territory alone, there must be at least One Million, Two Hundred Thousand youths, young men, and men who wear ready-to-wear clothing, each one of whom spends, on a conservative estimate, \$75 a year.

This means that a total of \$90,000,000 a year is spent for clothing.

It seems to me that the reputable clothing manufacturers of the United States should realize the advantage of advertising in the daily newspapers of New England for the following reasons:

1. They would educate men to buy clothing that is honestly made and that will wear well.

2. They would establish a sufficient number of dealers in every community who would sell their clothing exclusively.

3. They would ultimately drive out of every community every clothing fakir who usually sells the shoddiest kind of stuff at very high profits.

4. They would be performing a real service to every male in New England because there are very many people who are lured by extravagant promises of reduced prices that have not been reduced.

No line of business is more faked than the men's clothing business.

CONNECTICUT.

Paper	Circulation	2,500 l.	10,000 l.
Bridgeport Farmer (E).....	10,567	.0285	.0175
Bridgeport Post (E).....	11,944	.035	.025
Bridgeport Standard (E).....	8,350	.035	.015
Bridgeport Telegram (M).....	10,870	.02	.02
Danbury News (E).....	6,272	.0118	.0118
Hartford Courant (MS).....	16,721	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	22,791	.06	.04
Meriden Journal (E).....	7,000	.03	.015
Meriden Record (M).....	7,000	.0357	.015
New Haven Journal-Courier (M)	12,020	.03	.025
New Haven Union (E).....	17,187	.05	.03
New Haven Union (S).....	9,046	.0285	.02
New London Day (E).....	7,932	.0285	.0157
Norwich Bulletin (M).....	9,315	.04	.018
Waterbury American (E).....	7,300	.0357	.0235
Waterbury Republican (M)....	9,065	.0285	.02
Waterbury Republican (S)....	8,989	.0285	.02
Connecticut totals.....	195,869	.5537	.3465
Population, 1,114,756.			

MAINE.

Portland Argus (M).....	8,443	.0178	.0143
Portland Express (E).....	19,533	.0535	.0375
Portland Telegram (S).....	14,029	.0393	.0321
Portland Press (MS).....	12,686	.02	.02
Waterville Sentinel (M).....	6,754	.0285	.0143
Maine totals.....	61,445	.1198	.0861
Population, 742,371.			

MASSACHUSETTS.

Boston Globe (ME).....	209,486	.30	.30
Boston Globe (S).....	279,583	.30	.30
Boston Herald-Traveler (ME)...	160,215	.25	.25
Boston Herald-Traveler (S)...	80,591		
Boston Journal (M).....	**80,000	.16	.125
Boston Post (M).....	422,350	.35	.35
Boston Post (S).....	289,565	.35	.35
Boston Transcript (E).....	28,069	.15	.15
Gloucester Times (E).....	7,066	.0214	.015
Haverhill Gazette (E).....	9,973	.0214	.0185
Lynn Item (E).....	13,209	.0535	.0357

* Net paid figures supplied by the Publisher.
** Net paid guaranteed by the Publisher.
*** Estimated Circulation.

Assuming that it would be possible to b
in twenty-one leading magazines on a pro ra
a gross circulation of 1,339,006.

The 51 leading New England dailies lis
\$2.35 a line, or over 700,000 more circulation

This proves beyond the question of a do
are the best buy, by one-third more circulatio

In fact, the general advertiser could use e
cost than a similar campaign in general media

General advertisers seeking further light
distribution facilities in the New England terri
portant newspapers listed above will aid and
requested to communicate with THE EDITO
NALIST, The Newspaper Advocate, Suite 11
Beekman 4330.

ADVERTISERS CAN GO INTO THE NEW ENGLAND TERRITORY, WITH A LIST OF NEWSPAPERS LISTED ON THIS PAGE, AT A COST OF LESS THAN \$50,000

Buy one Newspapers at a Cost of One Cent per Subscriber per Annum.

William C. Freeman
 One Hundred and Ninety-five Circulation at \$2.35 Per Line

MASSACHUSETTS—(Continued).			
Paper	Circulation	2,500 l.	10,000 l.
Lynn News (E).....	8,769	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,672	.03	.03
New Bedford Standard and Mercury (S).....	*13,839	.03	.03
Newburyport News (E).....	5,538	.0178	.0125
Northampton Gazette (E).....	5,105	.021	.014
**Pittsfield Eagle (E).....	12,374	.02	.0157
Salem News (E).....	18,325	.042	.03
Springfield Republican (MS)...	15,116	.075	.0625
Springfield Union (MES).....	27,494	.075	.06
Taunton Herald-News (E).....	4,470	.025	.0178
Taunton Gazette (E).....	5,917	.0215	.015
Worcester Gazette (E).....	23,094	.0435	.032
Worcester Telegram (MS).....	26,236	.05	.05
Worcester Post (E).....	12,566	.0285	.0221
Massachusetts totals.....	1,673,311	1.86	1.64
Population, 3,336,416.			
NEW HAMPSHIRE.			
Manchester Union & Leader (ME)	**25,000	.08	.05
New Hampshire totals.....	25,000	.08	.05
Population, 430,572.			
RHODE ISLAND.			
Providence Bulletin (E).....	48,018	.09	.09
Providence Journal (M).....	22,032	.07	.07
Providence Journal (S).....	33,581	.08	.08
Westerly Sun (E).....	5,727	.0178	.0128
Woonsocket Call & Reporter (E)	12,000	.0357	.0214
Rhode Island totals.....	121,358	.2140	.1942
Population, 542,610.			
VERMONT.			
Barre Times (E).....	5,815	.0215	.015
Burlington Free Press (M)....	9,241	.025	.0157
Burlington News (E).....	7,093	.0214	.0171
Rutland Herald (M).....	6,063	.0214	.0171
Vermont totals.....	28,212	.0893	.0649
Population, 355,956.			
New England totals.....	2,105,195	2.90	2.35

Other circulation ratings are from Government statements for October, 1914.
 Population for New England, 6,552,681.

to buy exclusive New England circulation on a pro rata basis, it would cost \$6.29 per line for

ies listed above offer 2,105,195 circulation at a cost of one-third the cost per line.

f a doubt that in New England newspapers circulation at one-third the cost.

l use every daily paper in New England at less than one cent per line.

light in respect to marketing conditions and territory, and the degree to which the im-

and assist with "local co-operation," are

EDITOR AND PUBLISHER AND JOURNALIST

uite 1117 World Building, New York. Phones

Any one of the big, honest clothing manufacturers can go into the New England territory, with a 20,000 line campaign in the newspapers listed on this page, at a cost of less than \$50,000.

He can get good, live, reputable dealers to sell his clothing and help along the advertising campaign by doing local advertising of their own.

That Ninety Million Dollar Clothing business in the New England territory should be mighty attractive to Clothing Manufacturers who can back up their product with their name and guarantee it to be as represented.

By persistently advertising in the daily newspapers, telling the readers the name and address of the local dealer handling the product, they can in time secure a goodly portion of this great business.

All of the clothing manufacturers together could certainly spend with good profit to themselves at least \$900,000 a year in New England newspapers, which would certainly be a most impressive campaign. That would be only **one per cent** of the possible \$90,000,000 business to be had.

Any manufacturer or merchant who advertises intelligently, interestingly, and regularly in daily newspapers in New England—or anywhere else for that matter—will get business, and he will hold the business if his product makes good.

PROFITABLE NEWSPAPER ADVERTISING

THE ADVERTISING THAT SETS THE STANDARD FOR DEPARTMENT STORES EVERYWHERE.

Not Only Typographically and Ethically, But from a Cost Basis. The Policy and Standards Governing the Publicity of the Largest and Most Successful Store in the United States, If Not in the World. Quality and Service, Rather Than Bargains the Keynote of the Appeal.

By HARRY R. DRUMMOND.

Successful advertising, in the last analysis, is the advertising that brings back the most dollars for every dollar it costs.

Judging advertising success from that standpoint, the story of Marshall Field & Co. advertising is a story of one of the greatest retail advertising successes in the country.

It is the advertising that has built up the greatest retail store in the country.

It is the advertising that represents a smaller per cent. cost than that of any other big department store in the country, with the possible exception of the Emporium, of San Francisco. It is the advertising that is acknowledged the highest class, morally, in the country, and is, perhaps, the most frequently quoted of any.

Instead of looking at it from a standpoint of honesty or morals, look at it from the standpoint of good business, and steady business and it points a way to the use of advertising space to the best possible advantage.

The per cent. cost of Marshall Field & Co. advertising is approximately 2 per cent. of the gross sales, and in December, 1914, they are said to have had the greatest December in the history of the business, notwithstanding the more or less unsettled business conditions throughout the country.

This story points the fact that people prefer to trade in stores where they are assured of quality rather than in stores where price is made the chief attraction. It is confidently asserted that this kind of advertising, properly backed up by equally careful merchandising, could duplicate this success in any store in any city.

WHAT IT MEANS.

One day, nearly fifteen years ago, six men were at lunch at a round table in a Chicago restaurant. The subject of advertising was brought up and one of the men, turning to another, said: "Tell me, Harry, why is it that you folks never tell people what your goods are worth, or what they are reduced from in your advertising?"

The man addressed was Harry S. Selfridge, general manager of the Marshall Field & Co. store and who, under the name of H. Gordon Selfridge, is now proprietor of one of the big successful stores of London, England.

Mr. Selfridge was not one of the meek and lowly sort, he had no reason to be. He was the absolute autocrat of the largest and most successful, highest class store in the world, and time has proven that he had ample justification for the good opinion he had of himself and his ability.

He was capable of a great deal of sarcasm, and he put it all in his answer, which was deliberate and more or less to the point.

"We don't have to" he said, "we do not qualify our statements, not any of them. We do not apologize for our goods or our prices. We do not tell people our goods are worth any more than we ask for them, for they are not. If they were we would get more for them. We are merchants."

"Yes, I know, but other stores, competitors of yours do. They sell goods for five dollars that are worth eight and ten. How do you treat that kind of competition?" asked the other man.

"With the contemptuous silence it deserves. Simply because others stoop to this method of doing business, simply because others misjudge human intelligence is no reason why we should lower our standard. We work on the principle that the majority of people want service and quality rather than mere bargains. We believe that our standing in the community, our business standards have more to do with sales than have the so-called bargains that, if you

read them carefully, are mere apologies for goods that do not measure up to the requirements of their original prices."

This, in a nutshell, is the business policy back of the advertising of the greatest store in the world.

NOT "BARGAIN" ADVERTISING.

There are those who say that Marshall, Field & Co. advertising is not advertising. They say that it is merely killing space, so to speak. But it still, remains that, in this series of buildings on State, Washington, Randolph and Wabash, in Chicago there are more goods sold each year than in any other place on earth.

Although Marshall Field & Co. is not known as a "bargain store" and is not a bargain store, there is a basement, which is devoted exclusively to bargain goods, as are the basements of nearly all department stores, and in that basement alone they sell more goods annually than are sold in the largest department store in St. Louis, the fourth city of the United States.

During the past twenty years Marshall Field & Co. have printed advertising which has been acknowledged to be the finest ever produced—the finest from a literary viewpoint, from an artistic standpoint, typographically and in every way by which advertising may be judged. It is the envy, and at the same time the despair of stores everywhere, and there are stores a plenty that would like to do the same kind of advertising if they dared try it.

NO APOLOGIES OR QUALIFICATIONS.

There are fundamentals in Marshall Field & Co. advertising which are different from all others. As Mr. Selfridge said, they do not apologize for their goods. They do not qualify their statements. They merely announce events, without any long connected story as to the history of the cause, but they constantly feature the good points of the merchandise, and do it without resorting to the ordinary ways.

One merchant once said: "Oh yes, it is all right, but it is 'high brow stuff.' Sure it is. It is very high brow stuff. But apparently it is not over the heads of the people to be reached. The idea of worth, of excellence, of service is there stronger than that of bargain, and somehow it is efficient."

Within a space of eight blocks Marshall Field & Co. have seven immense department stores to compete with for business. One of these stores is a real competitor. The others are mere trailers. They have not kept up the standards. They are known as 'cheap' stores, and while they all do big business, Marshall Field & Co. still lead, as they always have.

Of course this kind of advertising could not be successful unless it was the reflection of the store back of it, but it is.

You know that, when a merchant is so anxious to sell you something, when he tells you that he is selling it at way below its worth, you immediately grow suspicious, unless he at the same time tells you why this is being done. When he tells you why, you immediately see that there is something wrong with the merchandise or the original price at which it was held, and you don't want the goods very bad, even at the reduced price.

"SALES?" YES, BUT DIFFERENT.

Marshall Field & Co. have a different system for handling merchandise than can be found in most stores. They have sales, just the same as other stores have sales; just the same only different. They never quote comparative prices. They never quote reductions. They keep away from qualifying any statements. They simply make flat-footed announce-

ments and let it go at that. It is all different, and all effective.

It is not the purpose of this article to state that Marshall Field & Co.'s advertising is any more honest than that of any other store. It may or may not be. But it reads more honest, and Marshall Field & Co. do not prostitute the regular stocks to enhance the apparent value of sales goods. That is, they never say that goods are 'worth' more than the price at which they can be purchased.

In fact, on one occasion this store ran an advertisement in which it was said: "When an article said to be worth a dollar is offered at seventy cents there is at least thirty cents in value missing somewhere." Just think of that, and in an advertisement, too.

DO REGULAR BUSINESS.

It is contended that Marshall Field & Co. sell more "regular" goods at "regular" prices, during the "regular" season, and fewer goods in "sales" at the season's end than any other big department store in the country.

Of course it must be taken into consideration that this kind of advertising has been going on for a number of years; that it has been given time to grow, and has grown, but on the other hand, Harry Gordon Selfridge, who was the real father of the idea, left there and went to London, England, one of the most conservative markets in the world, started a new business, and, adopting the same tactics, has won out splendidly.

The contention that it is all right for one firm, in one town, but not feasible for another firm in another town is all bosh. It can be made as successful one place as another. But it takes men with high ideals to swing the idea. It is necessary to have all kinds of co-operation. It must be backed by men who have a pretty good idea of the ratio of human intelligence and an equally good idea of the kinds of merchandise they handle.

DONE AT SMALL COST.

Marshall Field & Co. spend a very small per cent. of their gross receipts for advertising. It is not nearly as great as is the advertising of many other stores, and that is one of the reasons it is good advertising to copy. It is cheap, in the meaning that it does not cost much to produce in comparison with what it produces.

Contrary to the general practice, in having "clearance sales" this house sells the goods left over in their own stocks and do not go into the market and buy job lots of left overs from jobbers and manufacturers to include in their "clearance sales."

They do, however, buy job lots, and take over job lots from their own wholesale department and these jobs are advertised as jobs, and not as regular stock. People buy them. Thousands eagerly go to such sales, but go with a thorough understanding of just what they are buying, and are not told that the goods are "worth" any more than the price asked.

HOW THEY DO IT.

It is a peculiar way of doing business. Here, for instance, is the announcement that they offer remnants of higher priced fabrics, "taken from our own stocks and reduced to 25c a yard." Nothing is said about "values up to \$2.50" or any qualification whatever. The plain statement is made, and it sells the goods.

Every advertising man, every store manager, every newspaper man who has anything to do with advertising should study the Marshall Field & Co. advertising. It sets the standard and, what is more to the point, "IT GETS THE MONEY."

For Foreign Language Publications throughout United States and Canada consult

MODELL
ADVERTISING AGENCY

150 Nassau Street
New York City
Telephone Beekman 1142

FOR SALE

Babcock Two-Revolution Press

Bed 34 x 47 inches, now running in New York City and can be obtained at once.

Walter Scott & Co.

Plainfield, New Jersey
NEW YORK: One Madison Avenue

We can increase your business—
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

60-62 Warren Street, New York City
Established a Quarter of a Century

Most Far Reaching Newspaper
Reading Concern in Existence

ATLAS PRESS
CLIPPING BUREAU

CHARLES HEMSTREET, Manager

We furnish everything that looks
like a press clipping from all over
the world.

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press
Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

64 Nassau Street Tel. 4900-4 Beekman

Five Years of Progress

Every advertiser who uses New York daily newspapers to exploit his goods or service should be interested in The Globe's Circulation Calendar.

This table shows the average net paid circulation of The Globe every month for the past five years. Take any month and note the progress.

January		February		March		April	
1910	84,303	1910	82,818	1910	84,488	1910	101,586
1911	99,199	1911	97,099	1911	100,137	1911	107,968
1912	113,662	1912	114,163	1912	117,376	1912	144,656
1913	124,338	1913	125,593	1913	129,748	1913	143,408
1914	141,144	1914	138,678	1914	146,602	1914	170,474
May		June		July		August	
1910	110,364	1910	109,106	1910	108,383	1910	107,516
1911	116,812	1911	118,695	1911	111,832	1911	115,939
1912	140,841	1912	137,348	1912	127,929	1912	124,314
1913	149,144	1913	153,237	1913	142,191	1913	145,794
1914	180,117	1914	174,206	1914	169,194	1914	213,768
September		October		November		December	
1910	102,330	1910	107,024	1910	97,905	1910	94,048
1911	135,988	1911	144,997	1911	120,574	1911	121,123
1912	129,211	1912	149,485	1912	131,838	1912	120,791
1913	156,318	1913	153,140	1913	147,236	1913	142,470
1914	205,069	1914	196,944	1914	187,786	1914	178,706

The Globe's circulation progress has been made without resort to gift enterprise, popularity contest or other scheme, and solely by the production of a constantly improving newspaper.

The Globe is giving its advertisers results beyond comparison with other newspapers, and will gladly prove it by abundant unsolicited testimonials from those who are using it.

The Largest High Class Evening Circulation in New York

THE NEW YORK GLOBE

Member of Audit Bureau of Circulations

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

Being a Department Edited by a Regular Circulation Man and
Designed to be Helpful to Circulation Managers Everywhere.

By Harvester

OWING to the fact that executives and department heads often feel that it is poor business policy to hold open conferences with employes that are conducted on the principles of town meetings, the value of such an interchange of ideas and general discussion of various topics is lost in many organizations.

While it is perhaps inadvisable to try to convince people who view the matter from the narrow standpoint, it may be to some purpose to indicate a method for conducting general office conferences, without involving the personal pride or official dignity of those who sit in high places.

In one very successful newspaper office there is a standing offer of \$25, \$50 and \$100 for ideas and suggestions which are used, with higher reward for real big ideas. About once every three months all employes are invited to a dinner at the expense of the paper for get together purposes.

The publisher, editors, reporters, advertising manager and solicitors, the circulation manager and his assistants, foreman of press room, stereotype foreman, compositors, clerks and everyone else who wants to come are cordially welcome.

After a simple meal where all hands sit next to whoever is in the next chair, one of the executives gets up on his feet and makes a statement of what is being done and outlines the near future plans so far as he thinks best.

The department heads get up in their turn and tell what they are doing and what they want to do for greater success, and all employes are invited to ask questions or to make suggestions.

Occasionally when general plans are under consideration blank slips are passed to all hands about the table for the purpose of getting an expression of their opinions. The results of these votes are not announced and all the voted slips are turned over to the publisher, who later on summarizes them and gets the information he wants.

Out of such informal get-together meetings many remarkably valuable suggestions have come from the men or employes, and much promising material has been developed.

* * *

MENTION was made in this column a few weeks ago of a circulation manager who successfully carried out a plan for promoting competitive effort among his route men, offering weekly cash bonuses to individual result-getters, who established sales increases and maintained them. Since the story was printed, we have received a number of letters from circulation men, calling attention to variations of the plan that have been tried successfully. Noteworthy among these is the plan of a Chicago daily, which has set aside one of the offices in its building as a conference room. Along the walls of this room have been erected a series of blackboards on which is shown in detail the daily sales of every route man employed on that newspaper. The boards are so arranged that the routes are grouped to represent sections of the city, and the addition of a total column for each section makes it possible to show the daily total sales of each group.

By this plan it is possible not only to stimulate individual competitive effort, but to place each group of carriers in competition with those representing the other sections of the city. The delivery force is gathered in this room every day for a review of the figures shown by the boards. Thus there can be no doubt in the minds of any of the competitors regarding the progress made by each group or by each individual. Period prizes are offered for the best individual showing in each group, the best showing made by any group, and the best individual showing of the entire force.

The initial expense for the installation of these boards is not great, and it is a simple matter for any sign painter to properly space them. Once installed, the expense of up-keep consists simply in designating an office assistant to spend an hour or two each day in posting the figures and carrying the totals forward. Spaces may be provided for entering the previous months daily average sales, and the daily average sales of the corresponding month of the previous year for each route.

This has proved an effective method for generating new energy on the part of delivery men. Not only does it keep their interest alive in the matter of increased sale, but there is an implied compliment to them in laying before them all the circulation details—taking them into your confidence and making them real partners in the work of building circulation.

* * *

JAMES COUZENS, of the Ford Motor Company, gave a Christmas dinner to 600 newsboys at the Board of Commerce Building, Detroit, December 25. Not only did the youngsters have all they could eat but they were also entertained by moving pictures, a "pianologue" by "Pete" Kennedy and a vocal solo by Mrs. George Watson.

* * *

GEORGE H. REYNOLDS, circulation manager of the New Bedford (Mass.) Standard and Mercury, was the recipient on Christmas Day and since then of a great deal of praise for the able manner in which he supervised the Standard's Good Fellowship project. Reynolds was known as the

"Good Fellow Editor," and in the Standard for the 27th a very pretty editorial compliment was paid him.

The charity organization of New Bedford said that the plan could not have succeeded without the help and encouragement of the Standard in raising the necessary funds and loaning its facilities. Over 500 children in 110 families were made warm for the winter and happy for Christmas day. Many dolls, teddy bears and Christmas toys were distributed. The novel thing about the Good Fellowship movement in New Bedford was the fact that men, women, children of various organizations, Sunday School classes and churches all cooperated.

* * *

NEWSPAPERS generally, and especially the enterprising and influential dailies of our large cities have attacked and solved domestic problems with greater zeal and better results than are possible for men in any other field.

It seems to us, though, that one big "bet" is being overlooked by the brainy fellows who are always alert for stunts that will promote the welfare of their constituency, and, at the same time, afford promotion possibilities for their newspapers, and develop good-will for them.

A number of the New York dailies carried brief mention several days ago of the fact that the municipal employment bureau of the metropolis could place several thousand servant girls in good homes, and at good wages. The exact figures have escaped us, but it is the writer's recollection that there were upwards of 5,000 places of employment for women with \$20 per month in wages offered, in addition to providing a home for the worker in each instance.

The same newspapers carry stories every day detailing the miseries of dependent women in European countries, resulting from the awful slaughter of the heads of households and their wage-earning sons, due to the great war.

It seems to us that the opportunity for genuine public service awaits some newspaper, or even a chain of newspapers in different cities who will work out a plan by which these dependent women on the other side of the ocean might be helped to obtain passage for this country, and positions after their arrival here that would afford them self-sustenance. It is a well known fact that girls of American birth do not enter domestic service, preferring the greater freedom provided by work in offices and factories. The number of positions now open, and the very limited supply available for an ever increasing demand for this branch of work remove all possibility of objection to the immigration of these women as possible competitors of American women. And, if the stories printed regarding their distress and want are true in any measure, the work afforded them here would be a boon to them.

There are various societies and associations skilled in matters of immigration whose co-operation might easily be secured. Transportation expense can undoubtedly be met by funds raised through popular subscription. Newspapers in all of the large cities have achieved notable successes along this line for less worthy purposes even during recent months when complaint of business depression was general.

Unless the plan has some weakness that we are not aware of, a dozen or fifteen newspapers operating in as many large cities in this country could appreciably discount the present suffering of European women, and at the same time relieve the situation in this country with relation to the domestic servant problem that has grown steadily worse during the past several years. And, of course, achieve a note-worthy publicity success for themselves at the same time.

* * *

IF.

After (considerably after) Rudyard Kipling.
If you can keep your head at press time though
The blooming press turn not a wheel;
If you can calm yourself in that hard row
And not give out a damning spile;
If you can coolly figure how, though late,
You'll make your trains with time to spare;
Or missing them, will not give way to hate,
Nor lean against your desk and swear;

If you can open Monday morning's mail
And read complaints of ev'ry kind;
If you can write replies that do not fail
In courtesy, and are refined;
If you can answer pests who telephone
Requests for tickets—show or fight,
And smilingly give some poor simp your own
While you go home to bed that night;

If you can meet irate subscribers who
Never were sent a dun before,
If you can show them that the bill is due
And is not two dollars, but four—
If you can do these things, each minute,
And doing them, not lose your joy
Yours is the job with trouble in it
You're a circulator, my boy!

Seven strong newspapers—
each wields a force in its
community that honest ad-
vertisers can employ to advantage.

THE CHICAGO EVENING POST
(Evening Daily)

INDIANAPOLIS STAR
(Morning Daily and Sunday)
"The Star League" TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

THE SEATTLE TIMES

"The Best That Money Can Buy"
Circulation for 6 months ending
Sept. 30th, 1914, per P. O. State-
ment—

Daily, 71,523
Sunday, 89,079
57,000 in Seattle

A copy to every family.

Largest circulation by many
thousands of any daily or Sunday
paper on the North Pacific Coast.

During first nine months of 1914,
the Times led the P. I. by 2,856,700
agate lines. Times gained 307,818
lines and P. I. lost 412,062 lines,
compared with same period of 1913.

LARGEST QUANTITY
BEST QUALITY CIRCULATION
Buy the best and you will be
content.

The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

Chicago Examiner

DAILY—Has the largest Chicago City circula-
tion in the morning field. Strongest market
reports. Best sporting pages. Woman's
Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of
New York City. Reaches 2 out of every 3
homes in Chicago and 4,100 smaller cities
and towns of Middle West.
Leads in special features.

M. D. HUNTON
220 Fifth Ave.,
New York

E. C. BODE
Hearst Bldg.,
Chicago

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES

KELLY-SMITH COMPANY
New York, 220 Fifth Ave.
Chicago, Lytton Building.

YOU MUST USE THE

LOS ANGELES
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation
MORE THAN 150,000

HOW TO BE A NEWSPAPER MAN

Irvin S. Cobb Says There Is No Such Thing as a Born Writer.

When Irvin S. Cobb was asked by Yale men how to succeed in the business of writing, he said:

"I don't think there is such a thing as a born writer. I don't believe any literary rooster was ever hatched that could crow the day he pipped the shell. I do think there are some who are born not to be writers. Writing is a trade to be learned—like bricklaying, for instance. As in any other trade, some learn it faster and some learn it better than others.

"From my observation," continued Mr. Cobb, "I should say that a college education neither makes nor mars a man if he is born to be a newspaper man. I do not say born a newspaper man. I am sorry I did not get a chance to go to college, for I believe it rounds out a man's life, when he is at a period when he is particularly responsive to the peculiarly beneficial influences of the college life and is enthusiastic for mere living.

"As for the regular schools for journalism I think they are without doubt justifying themselves. I don't think any one could be graduated from one of them and at once become a finished newspaper man, but I do think he would stand a better chance eventually of becoming one than a man of equal ability who had not taken such a course.

"One of the first fields to which the literary aspirant turns is newspaper work. And it's a bully game; though perhaps not as a life work, unless a man intends to specialize in some one of its branches. I do not know any trade where a man sees more angles of life than as a reporter. It is certainly the most attractive, the most fascinating and the poorest paid trade in the world.

"To be a good reporter is to enter the most useful form of endeavor that a so-called literary career can assume. Novelists and short story writers are common, essayists are also numerous, as are dramatic critics and the like, but good reporters are the scarcest and most valuable things in the newspaper business today.

"Some of the greatest things ever written were written in a rush to catch an edition. I think that without doubt the best thing I ever wrote was a story in a daily paper. Probably no one remembers it but me, but I know I have never done anything better.

"I think the best natural asset a reporter can have to start with is a good memory, with some of the features of a card index to it—a classifying memory with a power for reproducing what has been entrusted to it. If a reporter is not naturally endowed with such a memory I should advise him above all to do his best to cultivate one."

WIRELESS SEA TELEPHONE.

Message Transmitted 100 Miles to Herald Station at Battery.

The first wireless telephone message from the bridge of a steamship, one hundred miles at sea, to a land station, was sent last week by Captain Gibbs, of the Old Dominion line freighter Tyler, off Roamer Shoal, to the New York Herald's wireless station at the Battery, from which point it was relayed to various places in the city. The inventor of the system was Dr. D. G. McCaa, who was at the Herald station to hear the test made.

In June he succeeded in talking from the Tyler to the Herald station, but at that time the operator on board the steamship spoke directly into the instrument and his voice carried only as far as the Battery. Several days later, by simply placing the wireless receivers at the Herald station against the transmitter of an ordinary telephone, a voice from the Tyler was heard at the Herald office, in Herald square, but the sound was indistinct.

Since then Dr. McCaa has perfected his system and as above stated, a long distance message was transmitted.

FREE PRESS OPTION EXTENDED.

The option on the Free Press held by a company which is being organized by Theodore Kronshage and O. E. Remy, has been extended until February 1, according to Mr. Remy. He stated that there is now subscribed \$60,000 of the \$150,000 to be raised. This sum is to cover the cost of the paper and the fund for running expenses.

"Senator Stephenson is very anxious to dispose of the publication, now that he is retiring from politics," said Mr. Remy, "and for that reason has extended the option twice. The amount will be forthcoming to take over the paper on February 1. It will not be run as a political newspaper."

AD RECORDS COMPARED.

The following comparative table of paid advertising in the newspapers of New York, Washington, Minneapolis, St. Paul and Los Angeles will be of interest to newspaper men and advertisers:

NEW YORK CITY.			
	Percentage of total space	1914	1913
American	8.8	8,888,782	9,508,929
B'klyn Eagle	9.	9,096,734	9,702,240
Eve. Journal	6.7	6,873,880	6,959,422
Eve. Mail	4.1	4,129,435	4,957,002
Eve. Post	3.3	3,411,946	3,376,900
Eve. Sun	4.	4,073,470	3,691,774
Eve. Teleg'm	6.2	6,376,424	6,354,375
Eve. World	5.6	5,655,073	6,244,574
Globe	4.5	4,081,723	4,360,574
Herald	8.8	9,036,429	9,642,698
Press	2.9	2,932,885	3,297,025
Staats Zeit'g	4.7	4,325,235	4,578,318
Stand. Union	5.6	5,721,046	5,903,604
Sun	3.6	3,672,381	4,164,606
Times	9.1	9,164,927	9,327,365
Tribune	2.5	2,523,878	2,728,778
World	10.6	10,647,816	12,218,673
Yearly	100.00	100,612,064	107,016,944

(Compilation by the Evening Post. The totals are approximate.)

WASHINGTON, D. C.			
	Daily	1914	1913
Star	8,256,109	7,942,583
Post	3,441,956	3,484,081
Times	3,798,697	4,611,304
Herald	2,518,239	2,811,913
Sunday			
Star	2,639,924	2,811,158
Post	2,894,278	2,798,387
Times	1,109,299	1,140,938
Herald	881,956	653,952
Aggregate			
Star	10,896,033	10,753,741
Post	6,336,234	6,282,468
Times	4,907,996	5,752,242
Herald	3,400,195	3,465,865

(Compilation in approximate lines by The Washington Star.)

MINNEAPOLIS.
Total paid advertising in Minneapolis and St. Paul papers, stated in standard columns of 22 inches. City and county printing omitted.

	1914	1913
Aggregate		
Journal D & S	33,698	32,875
Tribune D & S	32,910	32,226
News E	14,425	13,589
Foreign Adv.		
Journal	3,877	3,554
Tribune	4,416	4,499
News	2,518	2,703
Wants		
Journal	8,403	8,717
Tribune	9,616	9,411
News	2,625	2,484
Number of pages		
Journal	11,516	11,434

NOTICE TO PUBLISHERS

If your paper does not have the largest net paid circulation in your respective field, on regular rate basis, you are overlooking an opportunity by not learning of my new circulation plan—high class, dignified plan that is applicable to any paper in any town or city. Let me explain it to you. Only publishers or titled representatives of the paper will receive any attention—inquiries requested to be made on office stationery. Address "J. R. B.," Editor and Publisher.

Tribune	10,684	10,840
News	4,484	4,200
ST. PAUL.		
Aggregate	1914	1913
Dispatch E	17,847	17,372
Pioneer D & S	18,038	19,815
News D & S	17,717	17,977
Foreign		
Dispatch	3,084	3,089
Pioneer	4,217	4,174
News	3,243	3,133
Wants		
Dispatch	3,065	3,456
Pioneer	4,807	4,853
News	2,851	2,645
Pages	1914	1913
Dispatch	5,338	5,208
Pioneer Press	7,460	7,642
News	6,250	5,948

(Compilation by The Minneapolis Journal.)

LOS ANGELES.
Advertising record for December, 1914 and 1913, in columns.

	1914	1913
Aggregate		
Times D & S	3,444	3,882
Examiner D & S	2,830	3,431
Tribune D & S	1,945	1,683
Herald E	1,762	2,448
Express E	2,007	2,303
Record E	866	861
Total columns of reading matter		
Times	4,156	4,340
Examiner	3,821	4,885
Tribune	3,020	3,520
Herald	1,681	2,083
Express	1,834	2,172
Record	1,117	1,107
No. of separate classified advertisements		
Times	58,414	59,229
Examiner	40,841	39,964
Tribune	20,922	21,328
Herald	13,753	18,967
Express	8,216	12,060
Record	1,961	3,086

(Compilation by The Los Angeles Times.)

The annual dinner of the New York Times Association will take place at the Hotel Biltmore Sunday evening January 24, at 6:30 o'clock.

Charles H. Congdon, manager of the Watertown (N. Y.) Daily Times, under date of Dec. 14 writes:
"I am sending my check for two years' subscription to your interesting paper. I look forward each week to its coming and read it from cover to cover as soon as I get the wrapper opened."

Topeka Daily Capital

Average net paid circulation for six months ending October 1, 1914 (Sworn)

32,917

Arthur Capper

TOPEKA, KAN. Publisher

Deutsches Journal

The N. Y. German Journal is America's Greatest German Newspaper

IN **Colorado Springs** IT'S **THE TELEGRAPH**

J. P. McKINNEY & SON
New York Chicago

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

AFTER SIXTEEN YEARS' SERVICE representing the Kansas City Star in the New York field I am enlarging my activities by adding a few other high class papers to my list.

By writing to the management of the Star any publisher can find out what he wants to know about me, my work and what kind of a representative I am.

If you are looking for a representative in the foreign field it will pay you to find out what kind of a record I made in sixteen years. What the Star may say should have influence in helping you decide whether I can render the service you want.

Write to The Kansas City Star, and when they answer, write to me.

PRESS ASSOCIATIONS.

The Iowa Association of Daily Papers held a meeting at Cedar Rapids January 4. A. W. Peterson, Waterloo Courier, was elected president; Gardner Cowles, Des Moines Register and Leader, vice-president; L. E. Bladine, Cedar Falls Record, secretary-treasurer. Waterloo was chosen for the next meeting, which will probably be held early next fall.

The Capital City Press Club, of Bismark, N. D., held its annual meeting January 1 and elected the following officers: H. P. Knappen, president; W. F. Cushing, vice-president; W. A. Stickley, secretary; A. A. Bruce, treasurer.

The mid-winter meeting of the Western New York Newspaper Publishers' Association was held at Rochester January 9. Advertising matters formed the chief topic of discussion. The meeting concluded with a round table.

The Arkansas Press Association, at its mid-winter meeting, held at Little Rock, January 4, discussed the publicity act, and other matters of business. President Virgil A. Beeson, of Morrillton, president. About fifty members were present.

At the annual meeting of the Milwaukee Press Club held January 6 W. L. W. Distelhorst was elected president; W. J. Bollenbeck, vice-president; Leonard E. Meyer, secretary; Frank Markle, treasurer; R. E. Knoff and H. S. Kewes, directors.

The Dallas (Tex.) Press Club at its annual meeting January 4 elected M. W. Florer, president; Brice Hoskins, first vice-president; J. T. Mann, second vice-president, and D. N. Sanborn, secretary-treasurer.

The State Editors' Association of Oklahoma met at Oklahoma City January 11 in its annual session.

At the annual meeting of the Maine Daily Publishers' Association, held in Augusta, January 6, the following officers were elected: President, Col. C.

H. Prescott, of the Biddeford Journal; vice-president, Frank D. Nichols, of the Bath Times; secretary, William H. Dow, of the Portland Express; treasurer, Walter B. Reed, of the Bangor News.

The Publishers' Association of Essex, Kent and Elgin held a meeting at St. Thomas, Ont., January 15.

The Publishers' Association of Grey, Bruce, Duffries and Wellington will meet at Harrison, Ont., January 19.

City editors of Indiana dailies will meet in Indianapolis January 16 and 17 to form the first association of city editors in the country.

LIVE AD CLUB NEWS.

The Cleveland (Ohio) Advertising Club entertained Mayor John Purroy Mitchell, Comptroller W. A. Prendergast, Borough President Marcus M. Marks and George W. Perkins, of New York; Col. Myron T. Herrick, former ambassador to France; Mayor Newton D. Baker, of Cleveland; the Rotary and City Clubs, of Cleveland, at luncheon January 4. The attendance was approximately 800, which was the largest party ever given by that organization.

The Auburn (N. Y.) Ad Club is endeavoring to have the merchants of that city sign a truth pledge similar to the one in use in Rochester.

The Los Angeles (Cal.) Ad Club held its annual inaugural banquet January 5 and at the conclusion of a pretentious program installed the following officers, who will serve during 1915: J. H. Pieper, president; A. H. Wilkins, H. S. Carroll and O. W. Leonard, vice-presidents; E. J. Wadley, secretary-treasurer; R. B. Armstrong, J. F. Wilson, C. E. Bireley, A. L. Fenton, C. E. Rosenberg and H. B. Tuttle, directors.

The Youngstown (Ohio) Ad Club held a big banquet on January 5. Allan Fink, of the W. S. Hill Advertising Company, Pittsburgh, Pa., was the speaker of the evening.

The Dallas (Tex.) Ad League's annual meeting held January 4 resulted in the election of the following officers: H. W. Kinnard, president; I. I. Lorch, first vice-president; Herman Phillipson, second vice president; J. H. Payne, secretary-treasurer; J. E. Surratt, chairman vigilance committee; F. A. Wynne, chairman educational committee. Gus W. Thomasson and E. J. Hardy were elected to fill vacancies on the board of directors.

The 1915 officers of the Des Moines (Ia.) Ad Club elected December 29 are: G. W. Mercer, president; George Ruhmland, vice-president; Ivan Coolidge, secretary-treasurer; George C. Silger, Clifford DePuy, Frank Armstrong, B. F. Spry and E. Erickson, board of governors.

The Sandusky (Ohio) Ad Club members are wrestling with a proposition to expand into a commercial club. It is reported that there is sharp opposition to the plan as the ad men prefer retaining their identity.

CHANGES IN INTEREST.

AMARILLA, TEX.—The Daily Panhandle, oldest daily newspaper in the Panhandle, has been sold to a stock company, of which J. W. Cheney is president and R. E. McGee, secretary. Mr. McGee will be business manager and B. N. Timmons, formerly of Chicago and Washington, will be editor-in-chief.

ASHEVILLE, N. C.—The Gazette-News, Asheville's evening paper, has been purchased by William M. Brecken, formerly in charge of the financial advertising department of the Atlanta Georgian and Sunday American, who is to be general manager.

BRIDGEPORT, CONN.—John T. King has acquired a controlling interest in the

Standard Association, publishers of the Bridgeport Standard.

SACRAMENTO, CAL.—The Daily Tribune of Chico has been leased to Raymond O. Olson, who will succeed W. H. Layton of Los Angeles.

PORT ARTHUR, TEX.—The Port Arthur Record, an afternoon publication, and the Sunday Tribune, a semi-weekly paper, have consolidated.

GOSHEN, IND.—The Independent-Republican on January 1 passed into control of a new company incorporated as the Independent-Republican Printing Company, with the following officers: President and editor, Edward H. Mott; vice-president, Frank Drake; secretary and treasurer, George L. Jackson.

NEW PUBLICATIONS.

PORT ARTHUR, TEX.—The Times, a new afternoon and Sunday paper, made its initial appearance January 1. It is published by the Texas Printing and Publishing Company, a consolidation of the Lake Side Press and the Port Arthur Printing Company, formerly publishers of the Port Arthur Record and the Sunday Tribune.

GREENSBURG, PA.—The News-Record is the name of a new evening daily which is scheduled to make its initial appearance January 15. J. C. Laughead will be managing editor and Darwin music, editorial and political writer.

ALAMOSA, COLO.—The Daily Courier is the name of a newspaper which, under the editorship of Cliff Wilder, has made its appearance here.

NEWSPAPER ACTIVITIES.

The Los Angeles (Cal.) Examiner's eleventh anniversary and exposition edition, issued December 22, had seven sections, five of which were color sections, and 88 pages. The advertising was voluminous and it was a splendid paper in every way.

The Boston (Mass.) Evening Transcript issued a 48 page paper Saturday, January 2, containing among other good features the American Travel Number.

The Evening Sun organized a demonstration at Carnegie Hall Monday evening, in favor of universal peace. The speakers were John Hays Hammond, Irvin S. Cobb, Mayor Mitchell and Miss Fred Nathan. The Evening Sun's morning war pictures were shown and a musical program was presented. With the exception of 25 per cent. of the proceeds the entire proceeds will be devoted to the relief of the unemployed of the city through one of the charitable organizations.

The Dixon (Ill.) Daily News on Jan. 2 celebrated its fifth anniversary under its present management by issuing a sixteen page edition filled with news and advertising. One of its features was a record of events in Dixon the past year and articles relating to its business growth. The News and the Star were consolidated under the name of the former paper five years ago. W. S. Block is editor and T. W. Fuller is business manager.

The annual New Year's edition of the Evansville (Ind.) Courier contained several pages of illustrations showing the city's leading business concerns, churches and public buildings. The Courier has recently installed a new quadruple Hoe press.

Can Cable in Figures Now.

The Western Union announces that the Ottoman Administration advises that diplomatic missions of the allied powers residing in neutral countries may exchange telegrams in figures with their respective diplomatic missions at Constantinople.

EDITORS AND PUBLISHERS

If the Central News can furnish you as good service at a lower price or a better service at the same price you are paying for your present news report, don't you think we are entitled to your patronage? We do not publish newspapers, therefore, are not competing with you. We have no interest to serve except that of our clients. Our highest ambition is to furnish a complete news service of the highest quality. We solicit your patronage.

CENTRAL NEWS, New York, N. Y.

Sketches From Life

A Service where the picture tells the story. No composition—one line of type. Best human interest Service published; furnished in mat form, three columns, six installments a week. Used only by the best papers in the United States. Do you want proofs?

WORLD COLOR PRINTING CO.,
R. S. Grable, Mgr.
Established 1900.
ST. LOUIS, MO.

ATTENTION**Publishers and Business Managers**

The International Circulation Managers' Association from time to time have competent members who are desirous of making a change or are temporarily out of employment. It is the desire of the Association to have publishers or business managers correspond with the General Welfare Committee of the Association. You will find this an excellent way to secure the services of Class A men. Investigate.

Address

General Welfare Committee
I. U. Sears, Chairman, Davenport, Iowa.

WAR NEWS and PICTURES

Unequaled service.
Moderate prices.
Splendid daily war layouts in matrix form. Special aligned cables day and night.
For details and prices write or wire to

INTERNATIONAL NEWS SERVICE
238 William St. New York City

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

THE TEST

CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation-making. LET US SEND YOU samples of our colored comics, daily magazine pages and Sunday magazine pages in black and colors.

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.
41 PARK ROW, NEW YORK

Announcement.

To Better Serve Our Patrons, We Have Changed Our Location to New Albany, Ind., and Will Continue Our Business in Connection with Publishing The Daily Tribune of That City.

BRUCE W. ULSH CO.,
New Albany, Ind. Wabash, Ind.

You Would Enthusiasm Too

as many publishers do, over the increased business and efficiency of your Classified Ad Department

if you were using the Winthrop Coin Card Method of collecting and soliciting.

Prices, samples and full details of how other papers are using our coin cards successfully will be mailed on request. Or better still, send us your trial order now.

When you write us, mention this ad.

THE WINTHROP PRESS
141 East 25th Street New York City

These war times

records are in dire danger of showing slumps. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the GALLAGHER SERVICE, you will become one of our regular clients.

JOHN B. GALLAGHER & CO.

Western office: 1205 Cass St., Joliet, Ill.

THE PITTSBURG PRESS
 Has the **Largest**
 Daily and Sunday
CIRCULATION IN PITTSBURG
 Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

There is no Duplication or Substitution in
Pittsburg Leader Circulation
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.
VERREE & CONKLIN
 Foreign Representatives
 Steger Building, Chicago
 Brunswick Bldg., New York

In Pittsburgh
The Post
 First in Quality of Circulation for 70 Years
 is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.
CONE, LORENZEN & WOODMAN
 Special Representatives
 New York Detroit Kansas City Chicago

Get the Best Always
The Pittsburg Dispatch
 Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE,
 Brunswick Building, New York
HORACE M. FORD,
 People's Gas Building, Chicago
H. C. ROOK,
 Real Estate Trust Building, Philadelphia

Do You Wonder Why?
 The leading Pure Food Medium of New Jersey is the
Trenton Times
 The only New Jersey paper selected for the 55,000 line Armour contract.
 The largest New Jersey paper selected for the new Westfield campaign.
 Quality of circulation—
 Quantity of circulation—and cooperation of the result-producing kind are important factors.
 Permit us to show you "Why!"
KELLY-SMITH
 229 Fifth Ave., New York
 Lytton Bldg., Chicago

The Peoria Journal
 "Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria as in any other city, as both other Peoria newspapers combined."
H. M. Pindell, Proprietor
 Chas. H. Eddy, Fifth Ave. Bldg., New York
 Chas. H. Eddy, Old South Bldg., Boston
 Eddy & Virtue, People's Gas Bldg., Chicago

A' TOP O' THE WORLD
 Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

A. W. NEWMAN, ADVERTISING MANAGER of The H. Black Company, Cleveland, Ohio, makers of "Wooltex" Coats, Suits and Skirts for women, writes, under the date of January 4th, to say: "We are this spring switching about four-fifths of our national magazine appropriation to newspapers, going in on a cooperative basis with hundreds of retailers in all parts of the country."
 By, and large, friend Newman is one of the best advertising managers anywhere, as well as one of the best fellows, and there is much joy in the office of a Top o' the World at the good news.
 We always thought he would come to it some time, and anyone who knows Newman or Morris Black (who is Newman's boss, and a mighty fine boss, too) or who knows "Wooltex" will join us in wishing them a great big increase in business under the new system.
 Every newspaper man should watch for a chance to help make this new convert to newspapers a thorough believer in the best kind of advertising.

IT TAKES CONSIDERABLE TO JOLT US, and during January we are accustomed to see merchandise of all kinds (that is all good kinds) sold for much less than cost to produce.
 We read, without the quiver of an eyelash, how, after having disposed of all of the ordinary grade goods at regular prices, merchants are clearing out the choicest and best at about half price.
 We know, without looking twice that the February furniture sales are scheduled to start in the latter part of January, and how the choicest, newest pieces are being carefully guarded just now, while regular customers are snooping around for regular goods at regular prices, so that the rest may be given away during the sale.
 Nothing like this excites us. We are used to it. It is the regular thing. But we did receive a jolt on January 11th, upon reading the New York papers to notice that Wanamakers have, amongst other things, reduced silks from \$57.50 a yard to \$3.85 a yard. Startling? Well, rather! But that is not all of the story. Here are \$15 a yard silks reduced to \$3.25 a yard; \$7.50 a yard silks reduced to \$2.45 a yard; \$4.50 silks reduced to \$1.45 a yard; \$5.50 silks reduced to \$1.85 a yard; \$4.00 silks reduced to 85c. a yard and \$2.00 silks reduced to 48c. a yard.
 It is but natural to suppose that these are all this season's goods, in fact the ad plainly states that the 95,000 yards are a six months' accumulation, which indicates that they are all new, up-to-date patterns.
 There are stores, and many of them, who would not dare quote such reductions under any circumstances, but it is not up to us to doubt the truth of the statements in any way whatever—but if we were married and our wife ever spent one jitney of our money for any regular goods at regular prices in that store she would have to get a new man right away.

LOUIS D. BRANDEIS, OF BOSTON, MASS., spoke before the House Committee of Interstate and For Foreign Commerce last Saturday, in favor of the Stephens bill, which is designed to legalize the price maintenance that manufacturers are so anxious to have made a law.
 In his argument he said that department stores, in cutting the price of standard articles, lose money every time they do it. They have an ulterior purpose in so doing. While they may cut the price on one or two articles, they will raise the price on others. They do this as an inducement to the purchaser to buy other things.
 In a way Mr. Brandeis is right, and he puts it up to the customer to protect himself or herself, by buying nothing but standard branded advertised merchandise. It must be understood, however, that in a great many instances, manufacturers do not standardize prices when they attempt to standardize qualities.
 There is a feeling in the trade that the ultimate outcome of the present system of price-cutting is for manufacturers of standard articles to establish retail stores for the same throughout the country.
 The writer has in mind one so-called standard article sold everywhere at a standard price, and advertised at that price, which is not sold for one price by the manufacturer. In other words, certain houses get discounts that make quite a difference in the price of the article to the retailer. Assuming for argument's sake that each retailer is entitled to the same retail profit on the resale, the man who buys the article for 35c. has no right to charge the customer as much for it as has the man who buys it for 67c.
 There is a saying taken from a well-known and standard book which suggests "picking the beam out of our own eye before trying to pluck the mote from our brother's." Have Mr. Brandeis' clients assured themselves that there is no mote.

KOSOFSKY & SOLOMON, of 25 West 42d Street, New York, who did business under the name of LeBoutillier, and was restrained by LeBoutillier Bros. from such action, had their case argued before Supreme Court Justice Lehman on January 13th. In the argument the counsel for the defense stated that they thought they could take the name because LeBoutillier Bros. had gone out of business. "It was an old and established business so Mr. Kosofsky thought it would be too bad to see it wasted."
 Fine argument, that. It was brought out, too, that this same man had used the name of Filenes, belonging to a Boston, Mass., store until he was stopped by a federal court. Then he called his business Brokaw & Co., although there was no one by that name connected with it.
 The court asked if there was any one of the name of LeBoutillier, Filenes or Brokaw connected with the store and it was admitted that there was not.
 The court said that it did not believe that Kosofsky would "find anything in law or common honesty to sustain him in such a plain case of trying to fool the people into going into his store."
 What do you think of such business? "It IS a business, ain't it?" Well, Well!
 In the New York Tribune of yesterday friend Samuel Hopkins Adams ripped the everlasting hide off this merchant, in an article which, for artistic, complete and thorough trimming, stands out as a gem of the purest ray serene.
 Newspapers with space to sell, and preferring to sell it to honest merchants, can do no greater service to advertising than to expose people like Kisofsky

IN WESTERN PENNSYLVANIA
 You will make no mistake by using
The Johnstown Leader
 The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.
S. G. LINDENSTEIN, INC.
 Special Representative
 19 East 28th Street New York City

First Place
 For the first time in its history, The New York Times printed a greater volume of advertising in one month (December, 1914) than any other morning or evening newspaper in New York City, notwithstanding the rejection of many thousands of lines of advertisements accepted by other newspapers.

The Jewish Morning Journal
 NEW YORK CITY
 (The Only Jewish Morning Paper)
 The sworn net paid average daily circulation of The Jewish Morning Journal for 110,520 six months ending Sept. 30, 1914.
 The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.
 The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the New York World.
I. S. WALLIS & SON, West'n Representatives
 1246 First National Bank Bldg., Chicago

Connecticut's Biggest and Best Daily Newspaper
The Hartford Times
 Hartford, Conn.
 THE TIMES' circulation is 3c. circulation Home circulation
 "One paper in the home is worth a hundred on the highway."
KELLY-SMITH COMPANY
 Representatives
 229 Fifth Ave. New York
 Lytton Bldg. Chicago

Growth of
THE EVENING MAIL
 The average net paid circulation of The Evening Mail for the six months ending September 31, 1914, was
157,044
 This is an increase of
26,738
 over the corresponding period of 1913.

THE NEW ORLEANS ITEM
 Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

TIPS FOR THE AD MANAGER.

W. S. Hill Company, Vandergrift Building, Pittsburgh, Pa., is making contracts with some Ohio and Pennsylvania newspapers for the Craig Center Auto Company, Pittsburgh, Pa.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is again placing orders with some western newspapers for the American Radiator Company, 822 South Michigan avenue, Chicago, Illinois.

Louis E. Anfenger, Holland Building, St. Louis, Mo., is issuing 60 line 52 time orders to western weekly newspapers for the Hayner Distilling Company, "Hayner Whiskey," Dayton, Ohio.

Blackman-Ross Company, 95 Madison avenue, New York City, is renewing contracts with some newspapers for the H. O. Company, "H. O." Oatmeal, Buffalo, N. Y.

Eugene McGuckin Company, 105 North 13th street, Philadelphia, Pa., is again forwarding some orders to newspapers for the Atlas Powder Company, Wilmington, Del.

Chappelow Advertising Company, International Life Building, St. Louis, Mo., is placing 3 inch 79 time orders with some western newspapers for Three in-One Oil Company, 42 Broadway, New York City.

Fisher-Smith Advertising Company, 122 East 25th street, New York City, is sending out orders to newspapers generally for Dr. D. A. Williams, East Hampton, Conn.

Rudolph Guenther, Inc., 115 Broadway, New York City, is handling the advertising account of J. L. Lombard, financial, Woolworth Building, New York City.

Morse International Agency, Fourth avenue and 30th street, New York City, is making some renewals where they have expired for Potter Drug & Chemical Company, "Cuticura," Boston, Mass.

M. Volkman Advertising Agency, 5 Beekman street, New York City, will shortly place orders for Lillian Russell Beauty Cream.

George Batten Company, Fourth Avenue Building, New York City, it is reported will resume the newspaper schedule for H. K. Kellogg Toasted Corn Flake Company, "Krumbels" Battle Creek, Mich., early next week.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee, Wis., is making 5,000 line contracts with some western newspapers for Hart-Parr Company.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is issuing orders to a selected list of newspapers for Peterson's Ointment.

Nichols-Finn Advertising Company, 222 South State street, Chicago, Ill., is putting out orders with newspapers in selected sections for the International Souvenir Spoon Company.

Stack Advertising Agency, Heyworth Building, Chicago, Ill., is forwarding 150 line 8 time orders to western newspapers for Swift & Company, Oleomargarine, Chicago, Ill.

Mahin Advertising Company, 104 South Michigan avenue, Chicago, Ill., is making 10,000 line contracts with some large city newspapers for B. F. Goodrich Company, "Goodrich Tires," Akron, Ohio.

Dunlap-Ward Advertising Company, 123 West Madison street, Chicago, Ill., is placing copy with newspapers in large cities for Dodge Bros., automobile, Detroit, Mich.

M. Volkman Advertising Agency, 5 Beekman street, New York City, is again placing some mail order copy for Professor Burns, 15 West 38th street, New York City.

J. W. Morgan Advertising Agency, 44 East 23d street, New York City, is making contracts with some western newspapers for Charles Cluthe Company, 125 East 23d street, New York City.

The Beers Advertising Agency, Havana and New York, is placing renewals for Alpha Cement in two big Spanish dailies, copies run 10 inch 3 columns once a week for several months.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing 920 lines for the New York Life Insurance Company (annual statement one time).

The Co-operative Advertising Company, Philadelphia, Pa., is sending out 50 inch contracts to Pennsylvania papers for Beshores Dandruff.

Robert M. McMullen Company, Inc., Cambridge Building, New York City, is issuing 15 inch 17 time and 4 inch 27 time orders to a selected list for F. F. Dalley Company.

H. H. Levey, Marbridge Building, New York City, is making trade deals with the Hotel Seville, New York.

R. A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is reserving the contracts for Liggett & Myers (Velvet).

Charles H. Fuller Company, Inc., 623 South Wabash avenue, Chicago, Ill., is forwarding 13 time orders to a selected list for the Kenton Pharmacy Company.

D'Arcy Advertising Company, International Life Building, St. Louis, Mo., is placing 400 inches for one year with Texas papers for the Magnolia Cotton Oil Company.

Bromfield & Field, Inc., 171 Madison avenue, New York City, are issuing 42 line 3 time orders to farm papers for W. A. Burpee Seed Company.

Cowen Company, Inc., 50 Union square, New York City, is making contracts for P. Lorrillard Company (Helm Cigarettes).

Newspaper Advertising Pays.

The Norwich Automatic Feeder Company, New London, Conn., which for a long time has believed in using poultry magazines only in its advertising, was recently induced by the Matos Menz Advertising Co. to use one newspaper at a cost of \$16.80. This one ad sold more than \$500 worth of feeders. This result was so surprising to the company that the advertisement has been repeated several times since. The company hereafter will be a regular newspaper advertiser.

Fakers Caught.

The Barney Company, Incorporated, of Louisville, Ky., have been served with a warrant charging it with fraudulent, deceptive and misleading advertis-

“ABOVE BOARD CIRCULATIONS”

The following newspapers are members of the Audit Bureau of Circulations and grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ARIZONA. GAZETTE—Av.Cir. 6,125.....Phoenix	NEW YORK. EVENING MAIL.....New York
CALIFORNIA. BULLETINSan Francisco	OHIO. PLAIN DEALER.....Cleveland Circulation for December, 1914. Daily131,517 Sunday162,709
GEORGIA. JOURNAL (Cir. 57,531).....Atlanta	VINDICATORYoungstown
CHRONICLEAugusta	PENNSYLVANIA. DAILY DEMOCRAT.....Johnstown
LEDGERColumbus	TIMES-LEADERWilkes-Barre
ILLINOIS. HERALDJoliet	SOUTH CAROLINA. DAILY MAIL.....Anderson
HERALD-TRANSCRIPTPeoria	THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
JOURNALPeoria	TENNESSEE. BANNERNashville
STAR (Circulation 21,589)Peoria	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
IOWA. REGISTER & LEADER...Des Moines	CHRONICLEHouston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
THE TIMES-JOURNAL.....Dubuque	POSTHouston Over 92% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.
LOUISIANA. TIMES-PICAYUNENew Orleans	WASHINGTON. POST-INTELLIGENCERSeattle
MARYLAND. THE SUNBaltimore Has a combined net paid circulation of 135,000 copies daily, 100,000 of which go into homes in Baltimore City and suburbs.	WISCONSIN. PRESSSheboygan
MICHIGAN. PATRIOT (No Monday Issue). Jackson Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	WYOMING. LEADERCheyenne
MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis	CANADA. BRITISH COLUMBIA. WORLDVancouver
MISSOURI. POST-DISPATCHSt. Louis	ONTARIO. FREE PRESS.....London
MONTANA. MINERButte	
NEW JERSEY. PRESSAsbury Park	
JOURNALElizabeth	
PRESS-CHRONICLE..... Paterson	
COURIER-NEWSPlainfield	

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS POLISH DAILY ZGODA.....Chicago	NEW YORK EVENING NEWS.....Buffalo
SKANDINAVENChicago	BOLLETTINO DELLA SERA, New York
INDIANA. THE AVE MARIA.....Notre Dame	PENNSYLVANIA TIMESChester
NEBRASKA. FREIE PRESSE (Cir. 128,384) .Lincoln	GAZETTEYork
	QUEBEC. LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722

ing. It is charged with pulling the old wheeze about "selling out" under orders of the United States Court, basing the fake on the fact that the original Louisville store had been through the

United States Court on a bankruptcy proceeding. A new company was organized and tried to pull a fake sale, but got caught by the Retail Merchants' Association.

New Orleans States

Sworn Net Paid Circulation for 6 Months
Ending Oct. 1, 1914

33,271 Daily

Per P. O. Statement

Local paid circulation averages over 24,000 per issue. We guarantee the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that need in New Orleans.

**THE S. C. BECKWITH
SPECIAL AGENCY**

Sole Foreign Representatives
New York Chicago St. Louis

AD FIELD PERSONALS.

Maurice Switzer has resigned from the advertising staff of Leslie's and Judge, effective January 15, to become advertising manager of the Kelly-Springfield Tire Company.

Charles L. Benjamin, for eight years advertising manager of the Cutler Hammer Manufacturing Company, of Milwaukee, and formerly editor of Printers' Ink, has acquired an interest in the Klan-Van Pietersom-Dunlap, Inc., Advertising Agency, and will have an active part in the work of that organization.

Walter M. Beiling has been appointed advertising and sales manager of the Premium Motor Manufacturing Company.

John Guy Monihan, formerly advertising manager of the Premier, has been elected vice president and general manager of the Marion Motor Car Company, of Indianapolis, Ind.

Edward J. Cooney has been appointed advertising manager of L. Dimond & Sons, Providence, R. I.

AMONG THE AGENCIES.

Ewing and Miles have moved their offices from the Flatiron Building to 1482 Broadway, corner 43d street.

The H. E. Lesan Advertising Agency is now handling the Postal Life Insurance Company account.

Quoin Club's Election.

At the annual meeting of the Quoin Club, 200 Fifth avenue, New York City, the following officers for the ensuing year were elected: President, A. C. G. Hammesfahr, of Collier's Weekly; vice-president, C. Henry Hathaway, of Good Housekeeping; secretary, K. V. S. Howland, of the Independent; treasurer, F. W. Nye, of Today's Magazine. The above officers, together with the following, will comprise the Executive Committee for 1915: H. R. Reed, of the Christian Herald; W. J. Ryan, of the Literary Digest; H. S. Houston, of Doubleday, Page & Co.; J. S. Seymour, of the Woman's Home Companion; J. C. Bull, of Scribner's Magazine. The club during 1914 added a number of new members to its list.

W. F. Long, publishers' representative, 25 West 42d street, New York City, has been appointed foreign representative of the Poughkeepsie (N. Y.) Press.

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 168 on four.

The columns are 13 picas. Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

The Editor and Publisher can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 416 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

Now It's the Ward Agency.

Robert E. Ward, 123 West Madison Street, Chicago, and Brunswick Building, New York, announces that hereafter he will conduct under his own name the special agency which has heretofore been called Allen & Ward. This agency was established in 1901 by Charles A. Allen, and Mr. Ward was admitted to the partnership January 1, 1903. Mr.



ROBERT E. WARD.

Allen died February 11, 1909, and his interest was taken over by his widow. Mrs. Allen died in April, 1913, since which time Mr. Ward has conducted the business alone. The past year Mr. Ward has been president of the Newspaper Representatives' Association of Chicago.

Advertised for Candidate.

Democratic women of the Second Ward inserted an advertisement in Chicago papers on Dec. 29, soliciting aldermanic candidates. The advertisement, under "Wanted" head, reads: "Candidates for aldermen in Second Ward, either man or woman, must be progressive, aggressive, radical and a demo-

cratic Democrat with a political record which rings true and will attract the votes of women. Answers will be held confidential." "We want to find out just who wants to serve as alderman and then investigate them," said Mrs. M. S. Jones, chairman of the Women's Committee. "The one that has the best qualifications we shall support."

Try This Advertising Plan.

The McKeesport (Pa.) Daily News, of which Jess E. Long is editor and publisher, pulled off a stunt recently that worked so well that others might use it with profit.

Mr. Long submitted to the Business Men's Exchange a proposition to get out a special edition for free distribution outside the city for the purpose of arousing interest in a three-day special bargain sale on November 12, 13 and 14. The scheme was approved by the Exchange, and on November 10 a sixteen-page issue, crammed full of local advertising, was printed, and 10,000 copies distributed. All the ads were repeated in the regular edition of Wednesday evening preceding the opening of the sale. As a result, the merchants of McKeesport had one of the largest sales of goods in the history of the city.

Women to Discuss Mail Order Ads.

The League of Advertising Women will devote the January meeting to a discussion of mail order advertising. Among the topics will be "How Mail Order Advertising Has Contributed Towards Making General Advertising Copy More Concrete." The meeting will be held Tuesday, January 19, at the Prince George Hotel at 14 East 28th street, New York. Advertising men and women interested in mail order work are invited to be present.

He Wanted a Short Course.

When Ren Mulford took charge of the advertising class at St. Xavier's in Cincinnati, the other day, a man brought for entrance as a student his son, for whom he wished a shorter course than the regular one. "The boy can never take all that in," said the father. "He wants to get through quicker. Can you arrange it for him?" "Oh, yes," said Mr. Mulford, "he can take a short course; it all depends on what kind of an advertising man you want to make of him. When God wants to make an oak He takes a hundred years, but He only takes two months to make a squash."—Associated Advertising

BUILD YOUR CLASSIFIED MEDIUM RIGHT

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, BASIL L. SMITH, Haverford, Pa.

A PUBLICATION ON THE NEWS-STAND SAVES MANY FROM THE JUNK PILE

Established 1892

DUHAN BROTHERS

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

WHOLESALE DEALERS IN NEWSPAPERS AND PERIODICALS TRIBUNE BUILDING NEW YORK CITY

Telephone 3584 Beekman

Circulation Builders Bill Posting Advertising Display Periodical Promotion

Publisher's Representatives

WARD, ROBERT E.
Brunswick Bldg., New York
Advertising Bldg., Chicago.

ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112

JOHN M. BRANHAM CO.
Brunswick Bldg., N. Y.; Mailers Bldg., Chic.; Chemical Bldg., St. Louis.

BROOKE, WALLACE G. & SON,
225 Fifth Ave., New York City.
Tel. 4955 Madison Sq.

BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

CARPENTER-SCHEERER COMPANY
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago.

CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065.
171 Madison Av., New York.

NORTHRUP, FRANK R.
225 Fifth Ave., New York.
Tel. Madison Sq. 2042.

O'FLAHERTY'S N. Y. SUBURB. LIST
22 North William St., New York.
Tel. Beekman 3636.

PAYNE, G. LOGAN, CO.
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York.
Tel. Madison Sq. 962.

Advertising Agents

AMERICAN SPORTS PUL. CO.
21 Warren St., New York.
Tel. Barclay 7095.

COLLINS ARMSTRONG, INC.
Advertising & Sales Service.
115 Broadway, New York.

BRICKA, GEORGE W., Adv. Agent
114-116 East 28th St., New York.
Tel. 9101-9102 Mad. Sq.

FRANK, ALBERT & CO.
26-28 Beaver St., New York.
Tel. Broad 3831

HOWLAND, H. S. ADV. AGCY., Inc.
20 Broad St., New York.
Tel. Rector 2573.

GUENTHER-BRADFORD & CO.,
Chicago, Ill.

THE BEERS ADV. AGENCY,
Latin-American "Specialists."
Main Offices, Havana, Cuba.
N. Y. Office, Flatiron Bldg.

THE EXPORT ADV. AGENCY
Specialists on Export Advertising,
Chicago, Ill.

AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE

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AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE

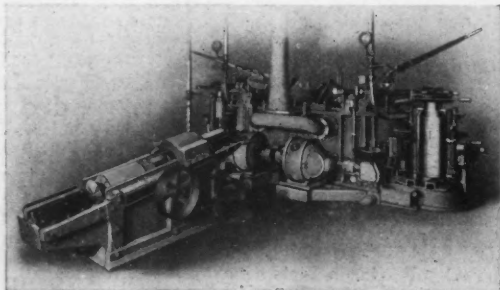
I CONFESS

That the most neglected department of the newspaper is the Stereotype Foundry;

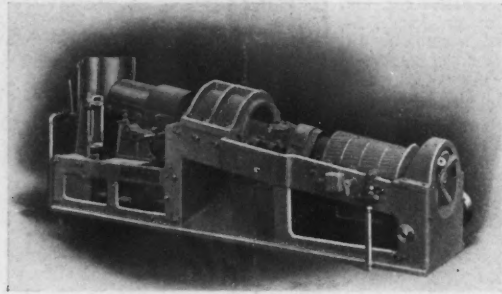
That it is in nowise so efficiently equipped as the Composing and Press Rooms;

That the old-fashioned methods and tools in use therein are costly to operate, and wasteful of time and material; and

That every newspaper property so equipped and administered has suffered thereby in pocket through high costs of production, delays and the poor appearance of its product.



COMPLETE JUNIOR
AUTOPLATE-AUTOSHAVER EQUIPMENT



THE SEMI-AUTOPLATE

THEREFORE I RESOLVE

That at the earliest convenient day in the new year I shall give heed to the needs of my Stereotype Foundry;

That I shall put it upon a modernly automatic and economical basis; and

That I shall do this not only for the sake of the comfort and health of those who work therein; but

For the benefit of my property, and the credit of its administrator.

—THE PUBLISHER PLANNING
HIS NEW YEAR.

AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE AUTOPLATE

